

VARIETY

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64 PAGES

ROAD SHOWS GETTING COIN

13-Yr.-Old Strip Dancers Bring Jail Threat for Pa. Beer Spots

Lancaster, Pa., Oct. 22.

Noted by the manner in which shaggy lap rooms and beer gardens have been exploiting child entertainers, the State Department of Labor and Industry has cracked down on proprietors and entertainers alike, in this section.

Clyde S. Buckingham, Supervising Inspector for the department, has ordered a cleanup which will remove everyone not 21 years of age from the beer emporiums. At least 50 hands have been notified to drop child specialists or face fines of \$50 to \$200, with the option of a trip to the cooler, and a like proposition has been made to a score or more of groups of entertainers who work for an average of \$2 a night.

At the same time, a class check to being made to force all proprietors to replace girl of high school age with waitresses at least 21. Provisions of the States Woman's Law and the Child Labor Law are being evoked to compel the clean up.

Drive started when inspectors making routine check-up found conditions more serious than suspected. In one beerie a father was doing a guitar accompaniment for two sons, seven and 12. At 11:30 the father was 'out' and the two boys were (Continued on page 53)

The 'X' Ball

The eight ball is fast disappearing from its original scene—the pool room.

Billiard parlor proprietors all over the country are now marking the black pellet with an 'x' instead of the regulation No. 8, because too many players have taken an eight ball home with 'em as a symbol.

'THEATRE' IN A HOTEL ROOM SEATS 55

Philadelphia, Oct. 22.

Smallest and most unique theatre in the world has been opened by Ben Wolf, son of Pennsylvania Senator. House seats 55 with a 55c top, offering legit plays, fresh from the manuscript.

Theatre is located in a hotel room at the swanky Warwick hostelry, with a real stage, curtain and scenic effects. Actors don't take themselves too seriously, occasionally leaning out into the audience (it's that close) for a puff on a cigarette.

House attendance averages fair. Five to ten paper customers a night. Funny thing is that all news critics attend the weekly 'openings' and continue to rave unmercifully.

Dry College Prevents Beer Sponsorship of Football Over WGAL

Lancaster, Pa., Oct. 22.

Franklin and Marshall College has ruled that radio must not serve too masters—at least not at one time.

Up to date Station WGAL has been broadcasting the college football games, with a beer account serving as sponsor.

But, says Dr. H. H. Apple, college president, the two don't mix. A request came to the station about it, and after a conference Station Manager Hines Hatchett sent his staff a note in quest of a new sponsor.

Student Weekly, college paper, carried a story in which college authorities were criticized for permitting the sponsorship when rules of the school are strictly dry. This, coupled with a complaint or two from local ministers, is believed to have been the pressure.

GOOD PLAY FOR TOURING LEGITS

'Cheer,' 'Follies,' 'Wilderness,' 'Roberta' Clicking—Boston Best Show Town Next to New York

CHI STILL DULL

That the road is hungry for shows is indicated by the excellent attendances reported drawn by most attractions with Broadway reps playing dates out of town at present. Heavy takings have been repeatedly grossed by 'As Thousands Cheer,' 'Follies,' 'Ah Wilderness' and 'Roberta' since the tours started.

Outside of New York, Boston is regarded the best show town so far this season, Chicago becoming secondary both in the number of shows and total grosses. Hub was supporting four attractions as against three in the Loop, while Philadelphia came to life last week with five attractions on its legit boards.

Smaller stands show as much show interest, especially New England points. Providence snapped out of it when George M. Cohan went there in 'Wilderness,' and last week was an eye-opener with 'Roberta,' which got \$7,000 in two nights, after averaging better than \$2,500 weekly during a three week Boston date.

Even Springfield turned out to see 'Roberta' which opened in Baltimore Monday (22) to the best advance sale in 10 years.

'Cheer's' business in the week stands on the way to Chicago has been outstanding.

'Follies' has been cleaning up in the Loop.

The Green Pastures, again invading the South, has been spotty but profitable.

NUDE PARADE IS MEX NITERY'S BALLY IDEA

Main street parade in Ciudad Juarez, across from El Paso, Tex., of 50 females, practically nude except for pumps, as a publicity stunt for a cabaret, prompted plenty of citizens to expel the spot's owners on a Spanish, the other a Portuguese.

Parade, held under a police permit, was headed by a brass band and boys letting off fireworks. Citizens want the cabaret owners run out of Mexico and parading females aged with them.

Johann Strauss the Younger Coming: See More Foreign Artists for U. S.

And the Moral?

Here and production staffs at the Radio City Music Hall run a weekly pool among themselves in which the one who comes nearest to guessing the week's gross is the winner. They turn in their guesses at lunch time each opening day, with only the first morning's his to guide them.

Pool is ten weeks old, and thus far Florence Rogge, house ballet mistress, has won five times. Other winners have been Hans Ryan (publicity) and Hattie Rogge (costumer). But nary a guy in the front office has even come close.

Johann Strauss, now 67, the younger and more prolific and popular of the two Strausses, father and son, who did as much to impress Vienna as the city of waiters and romance, is coming to America for the first time soon. He may sail from Vienna by the end of this month.

Strauss is being imported by J. C. Stein, of Music Corp. of America, and Clifford C. Fischer, both at present associated in presenting the 'Follies Bergeres' in Chicago at the French Casino. When the 'Follies' moves to Broadway in December, Strauss and a huge Viennese orchestra of 60 will be inducted into the French Casino, which will be reconstructed along the lines of the Grosses Spielhaus, Berlin, and a large stage built for the orchestra.

American entrepreneurs figure that America is ripe for a waltz craze and believe that Strauss, who gave the 'Blue Danube' waltz and other classic compositions to the world can put it over.

Metro's 'Merry Widow' film and the Radio City spectacle, 'The Great Waltz,' based on the life and works of the two Strausses, are regarded (Continued on page 51)

HIKERS BOOM AMATEUR NITES

Chicago, Oct. 22.

Hitch hikers and other transients traveling around the country have been cutting heavily into the cheap vaudeville time via the route of amateur nights.

They have been walking into booking offices in overalls and every other kind of dress, most of them without experience, and offering services for almost nothing, getting booked by being able to sing one song or ability to hoof a bit. Then, with a few square meals under their belts again, they leave.

Where they have not been able to get placed in a theatre they have been going to taverns and night spots for booking. That also is an old trick with them and a favorite in such spots, where anyone in ragged clothes can collect coin by offering to perform for tea-in.

Britain's Official 'Geo. V Reign' Film

London, Oct. 22.

Besides the shorts he is making, Winston Churchill is preparing a scenario of a full-length feature for London Films of 'The Reign of George V,' to be used as the occasion of the celebration of the King's 25th anniversary. Celebration is slated for next year.

Understand that at least one or more members of the royal family may have the film, proceeds of which will go to charity.

CARTOON SPOT'S \$725 WEEKEND

Initial experiment in New York with an all-cartoon film program is reported above expectations at the Bijou, with public response instant. House, scaled at 25c, played to around 1,725 people on its first week-end.

One of the Schirmers of the music publishing house is said to be interested in the Bijou venture, but claimed that Walt Disney, with house being called the Mickey Mouse theatre, is involved in no way except on supply of films through United Artists. R. C. Cook is one of the officers of Cartoon Exhibitors, Inc., the company which is operating the Bijou.

Medicine Men

Professional actors as department store demonstrators of patent medicine is the latest. Kopylov, drug maker, is putting on 100 actors of both sexes for store ballyhoo in New York.

Advertiser is confining itself to ventriloquists, magicians, instrumentalists and pantomime comics. Actors are being supplied by the American Federation of Actors. They are paid \$10 a week net and expenses.

FRENCH FILMS FOR COLLEGES

Paris, Oct. 22.

Company for the exportation of French films to America, based on co-operation of the French Line and Harvard University, is being formed. Prime movers are Paul Charles Biver, general secretary of independent producers and exhibitors' organizations, and Jean Coplan, who recently visited New York.

Harvard's co-operation consists in the showing of one film a month at the university during the school year, thus absorbing seven or eight films. These will be selected by a Paris committee, of which Mrs. Carroll Greenough, wife of a Harvard professor lecturing at the Sorbonne, is chairman. Other members of the board will be French, chosen by the Comitee de la Galilee, Honorary Henry Chaubin and Mme. Andre Gilbert, who are members of the association Les Amis du Livre Francais.

Committee will pick films, and Coplan, by his arrangement with the French Line, will show them on ships in New York harbor. Committee will act as censors, making out a list of films for university (Continued on page 41)

FCC Hears NBC, CBS and N.A.B. Pile Up Anti-Pedagog Evidence

Washington, Oct. 20. Used by the nation's two broadcasting chains to make no radical changes in the existing radio act, the Federal Communications Commission today wound up three weeks of hearings on proposals to reserve 25 percent of the country's broadcast facilities for educational, religious, and cultural uses.

Agreeing that the groundwork of broadcasting of all varieties is in-teresting and entertaining programs, William E. Paley, of Columbia, and Morris H. Aylesworth, of NBC, supported by technical men, program directors, and other key executives, contended before the Commission that commercial outlets already are performing a satisfactory job of presenting the listening public with educational, informative, cultural, and religious matter. They were backed up by teachers, preachers, noted musicians and famous writers.

Noting that the ability to entertain is the basis on which the American system has developed, Aylesworth and Paley both informed the Commission that widespread misunderstanding has confused the issue and that many commercial and educational programs have definite information-giving, educational value.

A sponsored program which "constantly informs people to brush their teeth twice a day and to go to the dentist twice a year" provides the public with "very important education," Aylesworth asserted. Paley noted the readiness of advertisers to sponsor cultural and educational features which had demonstrated an ability to attract listener interest.

Demanding of certain educational groups seeking exclusive facilities are based on "misunderstanding and confusion," Aylesworth remarked, urging formulation of a definite plan for co-operative management of educational broadcasting. Co-operation has made possible steady progress in the field of religious broadcasting, NBC head said, but in the educational field the necessary sort of co-ordination never has been developed.

Supporting his view, Aylesworth presented letters from President (Continued on page 34)

NEV. BUYS CAL. AIR FOR POL. SPEECHES

Hollywood, Oct. 22. Moment in which radio has changed the old time political stump campaigning in the west is soon in the methods being used by Nevada politicians to reach every corner of that sparsely populated state by utilizing out-of-state air facilities.

Nevada, with no station above 100 watts, doesn't lend itself to the modern political methods of going radio as a substitute for the old-fashioned radio-to-ranch kid-kissing campaign, and so the politicians are being forced to go out of the state to talk over stations that will reach into every hamlet and far-flung ranch house.

With distances in the west a trek of 1,200 to 1,500 miles to tell the constituents why they should vote for him, one candidate in the primaries in September hopped the 600-miles from Reno to here, to deliver his blarney over the 50,000 watt KXN. His being nominated then got the other candidates all hot up for the coming November election. A small regiment of them is expected here the week before election to talk over local mikes.

Highest contention is due over KXN, Nov. 2, when members of the Republican State Committee and the several candidates on its party's ticket come here for an hour's broadcast.

WGN Ties Chi Symp

Chicago, Oct. 22. WGN, Chicago Tribune station, has entered into another season's contract with the Chicago Symphony for exclusive broadcasts. Will ride for a two-hour program each fortnight.

NEW NBC SURVEY

Druggists Endorse Radio with Most Enthusiasm

NBC had an outside organization take a survey among some 2,000 druggists, grocers and gasoline retailers and the results, after last week, showed that 60% of these dealers favored the use of radio over any other medium. Quizzing took place in various parts of the country.

Druggists as a class proved the most ardent backers of radio. Grocers in this regard rated second and gas station men third.

Probers for NBC also took a dip into two other retail markets, automobile and hardware, and found that the preference percentage did not differ materially. Car and hardware dealers queried about their preferences for bulky media amounted to around 50%. With NBC this phase of the poll served as a mere experiment. It figures on going more extensively into those two fields later on.

Details of the survey will be released in booklet form to the advertising trade within the next week.

DAILIES SHOWER PUBLICITY ON RADIO

Pittsburgh, Oct. 22. Hot and open competition has replaced the agreement among Pittsburgh dailies which circumscribed the amount of space each would devote to radio. Pact, which blew up last week, had stipulated that the stuff about broadcasting, including pictures, would not in any issue run over a page.

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Sun-Tele's next move was to insert a daily page of pictures also, but with the layout split between radio and screen celebs.

WKRC SQUEEZE-OUT ON QUICKIE SPIELS

Cincinnati, Oct. 22. Local CBS link, WKRC, took about face on spot announcements after dark. Clattering of straight-out sales spiels between chain programs is being diminished with refusal of further contracts for 'em and weeding out of existing orders upon expiration.

Of the five stations here, WKRC held the record for spot sales on whole-sale scale. Mix ruling came on last week from home office.

E. E. Mitford, resigned manager of the CBS link, is continuing at his post awaiting arrival of successor okay by headquarters. When the new boy shows up, "Mitty" will transfer to California for retirement.

He acquired a sizeable stock of doughnuts from sale of stock in station when it was taken over by Columbia.

WKBB's Application

Dubuque, Ia., Oct. 22. Federal communications commission is expected to hear the application of WKBB for increased power in the near future. Outlet is now operating on 100 watts, unlimited time, having been granted recently. Station asks \$50 value for day-time operation and 100 watts night on a frequency of 1,500 kilocycles.

Ribbing Cantor

New York daily radio ads, with the exception of Louis Reid (American), have resorted to the old method as regards Eddie Cantor.

In the program listings one refers to the Chase and Sanborn stanza as the "Rubinoff Revue." Another pairs Rubinoff's name with that of Ted Dergman, one of Cantor's stooges. A third highlights the program as a Cantor and gives second billing to Cantor.

Suit brought against Cantor and the Radio Guide by Ben Gross, radio ad of the Daily News, is still in the hands of the Appellate Division. Gross apposed a decision of the New York Supreme Court which in September upheld Cantor's contention that Gross' libel allegations failed to constitute a cause for action. Gross asked for damages of \$50,000 each from Cantor and the fan mag, as the result of an article in which Cantor panned the New York radio ads for alleged hogreeling, etc.

Bridgeport Radio Ed Mentions Cantor Only As 'Banjo-Eyed Comic'

Bridgeport, Oct. 12. Rocky Clark, radio editor of the Bridgeport Post, took partisan sides with the New York radio columnists as the Eddie Cantor feud. In announcing a stage date of Cantor at Poli's theatre, Clark didn't mention Cantor by name but referred to a "banjo-eyed comedian." Rubinoff and Cliff Hall got mention by name.

Loew press department reported in a huff but Clark held his position. Cantor called Manhattan radio editors hogreelers some months ago and the boys are still resentful.

Survey Gene and Glenn

St. Paul, Oct. 22. Radio Service Bureau working in conjunction with the state employment service last week did a quickie survey on Gene and Glenn. Duo went off the local NBC outlet, KSTP, Oct. 1, and the check-up was to determine their popularity here, with view to renewal.

Thirty gals were hired, given 15 telephone numbers each and paid \$5 for the 15 calls. Names were picked at random and some of the females worked at home, on the "honorary system." If "too many" bug signals or out-of-order reports came back they were to sub calls of their own choosing.

First query, "Have you a radio?" caused most of those queried to bang the receiver after barking, "Yeah, and we don't wanna buy a new one."

Total of 450 calls were made in St. Paul.

Merrill Rite Air

Blanche Merrill, for years one of vaudeville's most profile material writers and lyricists, is turning to radio, with Charlie Morrison plotting.

Miss Merrill's first air scripts will be for Lulu McConnell, Nana Bryant and the Dunham Sisters.

Who Pays the Dues?

NBC Urges Employees to Become Joiners— Likes Speech-Making if Properly Edited

NBC wants its employees to have as many outside political and fraternal connections as possible. Personnel was so advised in a memo issued last week by Mark Wood, assistant to the executive v.p. Communication assured the employees that the pub was strongly in favor of every and any sort of outside political and lodge activity as long as these contacts did not impair office hour efficiency. Employees were, however, cautioned

Transradio Claims 149 Stations; Seeks Washington Credentials

McDermott Heads NBC Local Sales in Chi

Chicago, Oct. 22. George McDermott was put in charge of the local sales department at NBC.

Position was filed by Bill Hay till a few months ago. With the Amos 'n' Andy programs back on the air, and doing road work besides, Hay has been too busy for both jobs.

Hearst Papers, Mags Build-up Through Radio

Report in broadcasting circles is that William H. Hearst is mulling over the idea of taking an extensive flyer in network advertising. Plans intentions would embrace his various newspaper and magazine enterprises, and involve a weekly hour on an NBC coast-to-coast link.

For material Hearst would resort mainly to his own sport, humor and other types of columnists, while Metro-Goldwyn-Mayer would serve as a source of picture names. If these were decided upon as part of the program's policy, Hearst's affiliation with Metro is through his own company, Cosmopolitan Productions.

Hearst last week prevailed upon Damon Runyon not to go through with an audition which had been scheduled for Kentucky winners cigarettes.

CRAZY CRYSTAL IN MPPA FEE DISPUTE

Transcription makers have been advised by the Music Publishers Protective Association that no licenses will be granted for the Crazy Water Co. until the laxative distrib has straightened out its royalty differences with the MPPA. Publishers association claims that the Texas mineral bottler has failed to pay for the recorded use of scores of compositions controlled by MPPA members.

Particularly cautioned against including MPPA music in Crazy Water stencils is the Freeman-Lang Co. MPPA wired the latter last week when it learned that the Los Angeles transcription concern had contracted to do a series for Crazy Water.

Hear 'Dick Tracy'

Dramatized version of 'Dick Tracy,' newspaper juve strip, was piped by NBC last week to the home offices of the American Oil Co. in Baltimore.

Account has also under consideration an elaborate spot broadcasting campaign.

Clinton Suckman, WGR Buffalo Musical Clock, starts 6:30 a.m. half hour earlier this winter due to increased commercial business.

Admission of its representatives to the Senate and House press galleries will be sought by the Transradio Press Service at the next session of Congress. With the paths cleared at these two points the TPRS figures that its reporters will also become eligible to attend the press conference held by the White House and cabinet officers.

Transradio expects to have by the end of October a total of 140 stations in 133 towns taking its service. Latest major outlet to join the list is WOR, Newark. Beginning tonight (Tuesday) WOR becomes part of the TPRS' main trunk system, with the station receiving a 24-hour printer service and so arranging its schedule as to broadcast five periods of news flashes every day but Sunday. Sabbath news alerts will be limited to a quarter hour in the afternoon and another 15 minutes at night.

Transradio proposes within the next two weeks to establish a Pacific Coast branch of its own with San Francisco the point of news distribution. Under the present arrangement, KNX, Los Angeles, serves as a clearing house of the clients in that area. Setting up of a San Francisco office will result in a saving of transmission fees for all concerned, since the subscribing stations will be in a position to receive their news by shortwave, instead of the telegraph service now in vogue.

KEMPER WINS AGAIN IN CONTRACT-BREACH SUIT

Jimmy Kemper won another round in his contract litigation with Donna Parker, Chicago booking agent, when Justice Rosenman, in the N. Y. Supreme Court, last week tossed out her amended complaint. Judge ruled that the arguments upon which she based her claim for back commissions were insufficient. Miss Parker, however, was granted leave to serve a third amended complaint upon payment of \$10 additional costs. Her original complaint was rejected by the same court about four weeks ago.

Miss Parker is suing to collect commissions on the salary Kemper got while doing a 24-week run for Tidewater Oil on CBS in 1933. She predicates her right to a share of these proceeds on a management agreement which she alleges Kemper signed in December, 1931.

In his decision, Justice Rosenman declared that the facts she submitted to show that the original contract or a renewal of the same was in force while Kemper was doing his stint for the refining company. If the contract, stated the court, was a bilateral one, there was certainly no cause of action, since the agent had failed to show that she had promised to perform specific services in return for his assurance that he would pay her a commission. Court also pointed out that her complaint did not disclose whether she had made this consideration of definite services a part of the alleged contract renewals.

Attorney Reuben Galdin represented Kemper in the court argument on both complaints.

8,000 Letters Return Male Team to WLW

Cincinnati, Oct. 22. Negro dialect team, off of WLW for a week after a year of steady work on sustainers, pulled 8,000 letters from fans anxious about their return. Duo is Bob Drake and Jimmie Scribner, who appeared 400 times as Spitter and Whine and on brief Miami follow series. They're back as the Jacksons.

Before going radio, they were together as acrobats with circus and as comics in minstrelsy and burlesque. They write their material and memorize it before facing the mike: only such act to do that at WLW.

Harold Davis, WDAE, Philadelphia, program director, branching out into show business during off-hours. Has gathered an orchestra and is listening at local functions as band-leader.

SHORT WAVE BOOM OVER

ABS Network Rate Card

(Gross rates: 6 P. M. to 11 P. M. Local Time)

BASIC NETWORK			
	Hour	1/2 Hour	1/4 Hour
	\$300	\$150	\$75
NEW YORK	200	125	75
BOSTON	120	75	45
PROVIDENCE	240	150	90
PHILADELPHIA	120	75	45
BALTIMORE	120	75	45
WASHINGTON	200	125	75
PITTSBURGH	120	75	45
BUFFALO	160	100	60
CLEVELAND	150	95	60
DETROIT	160	100	60
CINCINNATI	250	150	100
CHICAGO	80	50	30
ROCK ISLAND-DAVENPORT	120	75	45
ST. LOUIS			
Total basic network	\$2,490	\$1,500	\$905
OPTIONAL SUPPLEMENTARY SERVICE			
WATERBURY, CONN.	\$100	\$55	\$40
TRENTON, N. J.	80	50	30
WILMINGTON, DEL.	100	65	40
Total complete network	\$2,760	\$1,740	\$1,075

Rates for time from 11 p. m. local time to signing off at night and from time of signing on in the morning to 6 p. m. local time are 50% of the rates quoted above. Rates from 6 p. m. to 6:30 p. m. local time are two-thirds of the night time rate.

POOR PROGRAMS KILL NOVELTY

Newspapers Opened Publicity to Set-Makers, but Now Easing Off—Public Not Excited Despite 90% of Big Sets Have Short-wave Attachment

FALSE CLAIMS

Short wave situation in the United States which began with such a boom early this year, has suddenly found the dailies of the country clamping down or eliminating the large amount of space previously allotted for its promotion.

Situation has been caused by two major things: (1) the flagrant advertising which some manufacturers used to sell sets; (2) the increasing possibility that foreign short wave may soon be commercialized by American air sponsors.

Newspapers claim that interest by the public in short wave is dying and cite in proof the lack of genuine enthusiasm by readers for short wave information. Further claims are that advertisers have failed to live up to promises made in their copy as to reception powers of various sets.

With the introduction by manufacturers of pressure on the dailies to support the new product in return for added revenue, last Spring, advertisers caught the journalists in a position of not knowing what the new radio was all about. Many papers fell for the attractive bait offered and provided for special short wave departments and editors. Then, after seven or eight months, it was discovered that the public actually had little use for the material being written, since most expert short waves were getting their up-to-date data from technical trade magazines and club papers.

For a while the broadcasting industry (long wave) had some uncomfortable fears that a short-wave fad might hurt sponsored programs, but this threat never became reality.

Philco and RCA-Victor report 90 percent of all home radios now sold have the short wave attachment. This is perplexing in view of the persistent idea that listeners and new set purchasers rarely use the short wave facilities available to them. In this connection, much of the cause can be attributed to the fact that good short wave reception is dependent entirely upon proper antenna and location of the radio. Atmospheric disturbances, proximity to trolley lines and detector's x-ray machines together with other forms of man-made static will make enjoyable reception of foreign programs impossible.

So What Attitude

Newspapers carrying full short wave data and schedules, before eliminating the service, made extensive tests to evaluate short wave popularity. In some cases, where dailies carried news columns regularly, these were dropped for several issues to determine public reaction. Response was generally negligible. Many editors made independent surveys to learn for themselves the type of programs available to the average listener. Results showed that only England, Germany, Spain, Italy and one or two South American stations could be received with any degree of regularity, volume and clarity, and not the rest of the world as claimed in client advertising. Further, of these countries, only England was producing programs which might lure the listener to the short wave loud speaker. The other were producing mostly talk, and not understandable because of the foreign tongue.

The general consensus of opinion among the press is that the coming

NBC Opens 680 Channel to WTCN;

Trade Sees Press Alliance and Move to Hedge in Perky KSTP

Faux Pas

Lincoln, Oct. 22.

Newspapers here are enjoying a good laugh on the radio stations after a backhanded interview. Foster May, newscaster, in interviewing Walker Hayes, sociologist of Rockford, Ill., asked what Hayes thought of the radio as an educational medium.

"I think it's grossly exaggerated," stated Hayes, "and I doubt if the big-time buyers get their money's worth."

Move made by WTCN, Minneapolis-St. Paul, to shift its tenancy to the 680 k.c. channel is interpreted in the trade as preening the establishment by NBC of releases in the Twin Cities for both the red and blue networks. NBC, which holds a major proprietorship in the wavelength through its 50,000-watt KPO, San Francisco, is amenable to WTCN's transfer from 1,250 k.c., the frequency that the Minneapolis-St. Paul outlet now occupies. Web's present affiliate in that area is KSTP.

Association of WTCN with NBC would also be in line with the network's policy of building up friendly relations with local newspaper interests. WTCN is controlled in equal shares by the St. Paul Pioneer-Press and the Minneapolis Tribune.

WTCN's bid for a change of channel has been filed with the Federal Communications Commission. Besides KPO, the frequency is tenanted by WTTT, Raleigh, N. C., and KPED, St. Joseph, Mo., the latter operating only during the day.

From the broadcast circles also comes the suggestion that NBC's gesture of open arms toward WTCN may be motivated by the tenuous relations existing between the web and KSTP. Latter outlet, rated among the more stormy petrels on the NBC affiliate list, has this season rejected one commercial after another and also insisted upon an increase of compensation for those sponsored programs it did accept from NBC.

NEW CALL FOR CONTINUITIES BY ZONE

Washington, Oct. 22.

Government censorship of broadcast advertising scripts was renewed Thursday (18) when Federal Trade Commission ordered all stations in the first zone to submit continuities for period Nov. 15 to 30.

Survey of commercial matter will be conducted on zone basis in the future, the Commission said, because of the immense amount of work involved in reading and checking advertising programs. Demands for continuities from stations in other four zones will be made later.

Procedure affecting makers of transcriptions has been modified so that in the future the Commission must receive copies of all commercial announcements appended or given in connection with transcriptions where such programs are delivered or read by an announcer in various local stations.

In making the new call, the Commission pointed out that the first move brought 100 percent cooperation from the industry and noted its gratification over progress made in eliminating false and misleading blurbs. July survey produced 150,877 continuities of which 151,466 were passed immediately as beyond criticism and remaining 12,411 are getting further study. All networks and commercial stations filed while transcript makers submitted continuities representing 95 percent of disc advertising.

Joe Cook Off Air

Joe Cook winds up a run of 30 weeks for Colgate's incoherence with the Nov. 12 broadcast.

Account will replace the present Monday night combination on NBC with another program.

winter will determine what stand the papers will definitely take on short waves. In the event that foreign broadcasting is changed to the extent that native listeners can enjoy it (by special English-speaking programs and greater power transmitters abroad), it is expected that short wave may regain this former space. However, if future months show that the commercial aspect of foreign broadcasts become competitive along with radio here in the States, newspapers will likely ignore it.

The point which is being stressed by most managing editors of conservative sheets is that radio will not be given another opportunity to catch the printing press with its literal pants down.

A.F.M. RAPS DISC CREDIT CHANGE

Washington, Oct. 22.

Any change in government regulations requiring broadcasters to identify electrical transcriptions was protested last week by the American Federation of Musicians which requested a hearing before any action is taken on the National Association of Broadcasters proposal to drop the announcement rule.

Protest, submitted by Gen. Samuel Ansell, Musicians' counsel, was filed in anticipation of general revision of Federal Communications Commission rules of fair practice for radio licensees. All existing regulations are under consideration, but no actual decisions about altering the current practices have been reached.

Deriding arguments used by broadcasters in support of their proposal, Ansell charged that the N.A.B. stand is motivated by broad casters' and transcription manufacturers' avid desire for profits with no regard for the public interest.

With reference to the claim that announcements affect broadcasters' income and that transcription programs are satisfactory to listeners, Ansell asked the Commission "If transcriptions are so good and so acceptable, why the objection to letting people know that they are transcriptions?" and "If the transcriptions are profitable when they are not announced and not profitable when they are announced, to request you to eliminate the announcement is to request you to cooperate in deceiving the public for the benefit of treacherous broadcasters."

MARIN WITH CHI G-B-S

Chicago, Oct. 22.

Allan Marin joins the Greig-Blair-Splint exclusive station rep outfit here.

Marin will serve on regular and staff contracting agencies.

Senator Dill May Quit Politics

For WCFL Tri-State Regional Web

Milwaukee, Oct. 22.

Reported here that Senator Clarence Dill is considering going into the radio business. Has been in contact with Ota Gygi, who is now running the affiliated network of state webs, taking in Wisconsin, Illinois and Indiana, with WCFL, Chicago, as key.

Understood that the Senator is considering dropping out of politics entirely and devoting his time to broadcasting.

Affiliated network is practically ready to start operation and web officials feel that the association of Senator Dill with their organization would place them in a position of national strength despite the fact that they are only a regional at present.

WMAQ Buys KYW Plant For \$60,000

Chicago, Oct. 22.

NBC has purchased the KYW transmitter for a price reported at \$60,000. NBC will use the mast for the new WMAQ outfit, when that station goes to 50,000 watts. Present WMAQ transmitter is designed to carry only 20 kilowatt while the KYW mast can pump 50 kilowatt. NBC figured it was cheaper to buy the KYW outfit at the price rather than spend more coin remodeling the WMAQ transmitter.

KYW transmitter was offered to several other stations in town with NBC the only outfit interested in the deal.

Climalene Switch

Chicago, Oct. 22.

Climalene Carnival is going over the NBC red net, starting Oct. 25, with a changed cast.

Gale Page and the King's Jesters had their contracts renewed. Roy Shilden, of the net's staff, goes in to take the place of Hal Stokes, who went over to WGN. No replacement has been named for Jackie Heller, who is going into personal appearances.

LABOR BOARD PROTESTS WHDF LABOR EXCUSE

Washington, Oct. 22.

Sharp protests from the NRA labor advisory board last week delayed action on the request of station WHDF, Calumet, Mich., for exemption from the labor provisions of the radio broadcasting code. There was no indication of the stand which will be finally taken on the waiver plea.

Refusing to discuss his personal attitude, Deputy Administrator William F. Farnsworth said today that no kinks had been registered by any of the unions or employee groups which might be effected if the wage and hour limitations were lifted from the Michigan broadcaster. The L. A. B. squawk was the sole complaint, being based on a general opposition to code changes which will penalize workers.

Under the current NRA setup, Farnsworth and Divisional Administrator Sol A. Rosenblatt have complete authority to act over the advisory board protest if they feel the station is in need of such relief. Should the code bosses decline to grant an exemption, the station still would have the right to petition the NRA Industrial Appeals Board for a revision of the divisional administrator's decision.

Chi Ether Lads Gather For Weekly Nose-Bag

Chicago, Oct. 22.

Weekly get-together for men engaged in the radio business in Chicago will be held at the Hotel Sherman. Hostelry has set aside one of its top-rooms for the Thursday gabfest. Behind the get-together move are Ray Linton of Greig-Blair and Splint and Pete Peterson of Blackett-Sumple-Hummert agency.

Anyone in Chicago radio field, whether it be agencies, stations or sponsors, is on the invite and open door list.

Walter Dickins, for three years sports announcer at WWSW, Pittsburgh, has been named program manager, succeeding Joe Hartory. Sports announcing job will go to Al Hurter, former football star at Washington and Jefferson colleges.

Getting Nowhere Fast

Out of 41 commercial programs on the networks originating out of New York, NBC's artist bureau has supplied the talent for only eight. CBS average is six out of 55. The figures speak for themselves.

It is inconceivable, this situation in which the two principal purveyors of radio entertainment, both supposedly conducted by showmen, should have so little authority over the composition of their own programs. Yet it is so, has been so a long time. Why?

Eighty-out of 41 for NBC; six out of 55 for CBS—there must be a reason. A breakdown of the many causes traces most of them to shortsightedness. In other words, to a comish-grabbing mania that motivates both networks alike; a penny-wise-pound-foolish policy.

In their seeking of comish and nothing but comish, the nets have attempted to establish themselves as combination buyers and sellers of talent. They want it both ways, coming and going. So far they've missed both ways. Just as all other (and equally powerful) entertainment enterprises have missed in the same attempt in the past. You can't buy and sell in the talent business. Considering their huge facilities and their status as broadcasters of all the important radio shows in the United States, the network artist bureaus as talent sellers have been flops. Their achievements as buyers are mirrored in the figures given above.

Networks' only aim is immediate cash return from actors in the way of comish. And practically the only comish they're getting comes from theatres which play actors the networks happen to have under contract. The radio networks' artist bureaus are in the theatre business, not in the radio business. That may sound paradoxical, but it is a fact. First thought is for the comish, and they admit it. The discovery of talent, the creation of stars, the improvement of programs for the general advancement of radio seems but slightly considered by the comish-grabbing networks, whose first consideration should be radio, but isn't.

To understand the networks' psychology it is necessary to study their reasons for conducting their business as they now conduct it, and their explanations for failure to succeed as buymen of talent on their own programs. The reasons in the order given are: (1) Service. Booking, promotional and publicity service rendered contracted artists necessitates a commission charge up to 30% on all salaries. (2) Sustaining buildups. For taking radio notices and giving them radio reputations through sustaining broadcasts, therefore increasing their earning power in and out of radio, the networks are entitled to share in the profits.

These are the sole reasons given as justification for the system. Both are pushovers for refutation, both answerable by most anyone in the radio business. Firstly, the networks must have sustaining talent to fill up unsold time. The nets' attitude in that they are doing the talent a mighty fine favor by dishing out sustaining spots. But how far would the networks get without sustaining talent that works for little, or nothing, in the form of promises. It is only necessary to ask how many stars have been created, how many artists have been advanced by these so-called sustaining buildups? Out of hundreds of artists that have received the "benefit" of the networks' sustaining "buildups", how many have been sold commercially?

NBC and CBS with their far flung networks have a monopoly on sustaining build-up opportunities, and by surface reasoning should have the power to create more stars than they can use. Stars for radio, that is. They should be able to locate and create more talent than the combined forces of all advertising agencies, which have no means of "building up" artists. But how many have the networks succeeded in "building up" to commercial program status? How few! The record screams its reply—eight out of 41, six out of 55.

As an alibi for the figures, NBC resorts to self-accusation. Its artist bureau explains that in the dim past it somehow became infested with chiselers. The advertising agencies and advertisers have not forgotten the past. It is necessary to make them forget, and understand that the chiseling days are over, says NBC. Until then the advertising agencies might prefer to buy their talent direct, adds NBC. Coming from NBC, that's an eyebrow-raising statement.

True, the chiselers of the past had much to do with the ad agencies' loss of confidence in the network artist bureaus. But the chiselers have been disposed of and the industry knows there is no more personal chiseling. Yet the ad agencies continue to remain aloof, and chiseling has nothing to do with it. They don't buy talent for commercial programs from the networks, because they can't get it from the networks. The networks cannot deliver.

Nets do not enjoy the open field as a source of talent for their rosters, although they should. They prefer to confine themselves to "select" lists of actors, whom they submit to advertisers over and over again. If the advertisers don't care for anything on the network lists, the networks for some reason do not go out and get something they might want. Advertising agencies don't even have to ask for the network artist bureau lists any more. They know what's going to be submitted. They know they can't expect anything new. So they prefer the open market.

That brings the discussion to an element of showman whose importance still isn't fully realized by radio—the agents. The networks have no regard for agents. They look upon agents as opposition, not aids, and the agents feel likewise about the networks. But the advertising agencies recognize the value of agents, proving it by having 80% of their talent from them.

Considering their many years' experience in the amusement business, it is hard to understand the network artist bureau members' neglect of the agent angle. In vaudeville booking offices and pictures and legit casting bureaus the agent has always been relied upon to deliver the talent. The producers and managers have other matters on their minds and other duties to perform. The agent to them is not only a great convenience but an asset. The agent has the time to scout the field for talent, to bring it in to the producers and managers; that is the agent's only business. He is a specialist in talent and he knows more about talent than the producer. In radio the agent occupies the same key position between talent and producer, with producer in radio meaning either the advertiser, advertising agency, station or group of stations known as a network.

It is no trick for a manager or producer or station or network or advertiser or ad agency to say, "I want Al Johnson for my show," and no agent may be needed to find him. But neither radio nor any other branch of the amusement business can depend entirely on the Johnsons and Johnsons of that ilk, for the names are few and the backbone of entertainment is formed by lesser talent. The stars of today won't last for-

Sponsor-Agencies

Kentucky Winners Cigaretts is bankrolling football broadcasts on the New England Network and WFRM, Indianapolis, in addition to WFRM and WENR, Chicago. Arrangement with the N.E. Ink is on a basis of every other Saturday afternoon.

Pinson sponsors Little Jack Little in initial air fling over CBS. Hereafter only the farm trade journals have carried this cough tonic.

Blackett - Sample - Hummert setting a test campaign on WENR, Chicago, for Phillips' facial cream. Will ride three times weekly. If things go okay, show will spread to an NBC web.

Show will be chats on charm by Beatrice Madie, who was formerly on the other with beauty hints for the Edna Wallace Hopper product.

Chester LaRoché becomes president at Young and Rubicam, New York, as Raymond Rubicam assumes the board chairmanship. Another board chairmanship take-over is by H. S. Gardner in the agency of that name at St. Louis.

Wax Works

White Sewing Machine using World Library for 13 weeks in Cleveland. Placed through H. W. Chester agency, Chicago.

Vick Chemical is supplementing its three weekly "Plantation Peaches" affair on NBC with spot placements. Recording job, done by Jean V. Grambach, Inc., use the same talent combination, Willard Robinson and Mildred Bailey, and account for 75 quarter-hour programs. Series will be booked on nine stations.

Arthur Boran, ether mimic, does Pure Oil series of discs for international radio exchange (United States excepted), with Boran to mimic well known American entertainment stars. Idea behind this show is to tie up Boran's imitation with the fact that the oil product is so good it can't be aped.

World Broadcasting is waxing, and release goes to India, Australia and principle European cities. Commercial credits will be dubbed in where foreign tongues necessitate.

When Radio Failed

Milwaukee, Oct. 22. Radio broadcasting, as a means for finding a missing wife, is a dud, according to Martin Biffer, who appeared in divorce court here and told the judge nine broadcasts over Milwaukee stations, plus the police radio system failed to bring his wife back to him. Newspaper advertising likewise is of no avail.

He asks a divorce on grounds of desertion.

ever. Others must replace them. And the agents, not the producer or managers or networks, will bring in the others.

The advertising agencies depend on the agents. The network artist bureaus fight them. To the point where agents now refuse to deal with the networks. The eight out of 41 and six out of 55 figures are regarded by the agents as evidence that the best the networks have to offer is a sustaining spot. And in order to get on a sustaining spot an actor must sign a body-and-soul contract with the network-artist bureau. So the agent loses his propriety to the network.

Knowing his chances of losing his property are less, and the opportunities to sell his property for a commercial program—which, after all, is the real objective—much greater, the agent takes his talent to the advertising agencies first. The networks to the agents are a last, and plenty last, resort. They are turned to only after all prospects of a direct sale to an advertising agency are cold. The network artist bureaus, unable to go out and dig for talent on their own, and incapable of selling it even if they did get some, obtain only the backwash of available talent, after the advertisers have already turned it down.

But it need not always be so. The networks, as the broadcasters of the programs, are entitled to a voice in the construction of the programs. The networks already experienced showmen with showmanly ideas. The advertising agencies' radio program heads are conservative novices. By all logical reasoning, the authority over talent on the shows on their networks should be vested with the networks. They should be the clearing house for all radio talent. Not picture house or vaudeville or one-night-stand talent—but radio talent.

It can be done. It can be done if the networks will drop their foot-dragging methods. If they will re-establish themselves as booking offices for and of radio. Then the figures will not be eight out of 41 or six out of 55. It would be better for the networks, better for the advertisers, better for the agencies, better for the talent—and, more important, better for radio.

But it can never happen as long as the network artist bureaus concern themselves strictly with 30% comish from the salary Joe Donkos will receive for playing Elizabeth N. J., the first half of next week, to the complete disregard of How Joe Donkos may be advanced as a valuable artist for radio.

Class Drama on Radio Must Come From Webs, Sez Adv. Agency Exec

If there's to be any development of the strictly radio drama, the initiative in that direction will have to come from the networks. Lawrence Holcomb, program director for the Fletcher & Ellis agency, supplements this opinion with the assertion that the few stars that the webs have taken at the original mike drama have been without thought of the future or intent to encourage the creative writer.

Holcomb, who started in radio as a writer, declares that the medium has done nothing to build a class audience for the drama. This quality stratum of listeners has only been reached through music. Holcomb doubts whether this class audience is being attracted to the loudspeaker by warmed-over stage hits. He resorted to the tempo and mechanics of the theatre, such as slicing the play into acts, the adapters defeat their own ends and overlook most of the fundamental principles entailed in the psychology of auditory appeal.

Holcomb doesn't believe that the pioneering in fine dramatic writing and production will come from commercial sources. That task is one that the networks must shoulder. The webs, Holcomb opines, should take these creative writers in hand and after a measure of training in the mechanics of radio and experimenting the networks should try to sell them to commercials, and perhaps in that way get back some of the program building business that the agencies have taken away from them.

To date, avers Holcomb, the creative writers with mike ambitions have found the network closed to them. Webs will have no difficulty in getting writers to submit their scripts once the former show they're sincerely interested. One of the ways to build up a creative writer is to give him billing over the air. If the manuscript is good enough to mention. It's the sort of prestige that acts two ways. It encourages the writer and it helps sell the production to the listener.

Film Stars Give Poor Performances On Programs When Regarding Radio As Pin Money Sideline, Sez Don Gilman

Chevrolet-WSB-Munday Airing Georgia Games

Atlanta, Oct. 22. Chevrolet Motor Co. and WSB have joined forces to provide the southeast and the country at large with broadcasts of the season's football games in which the University of Georgia and her opponents participate.

Bill Munday, who became w.k. for his "Crashshooters" formation and other gridiron bric-a-brac in a featured NBC role, is handling the mike for Chevrolet and WSB. Chevrolet-WEB combination began with the University of Georgia-University of North Carolina game played in Athens.

Adolf Phillips translates all of his plays into German for WBBB New York airing.

One of the greatest threats to successful programs from Hollywood is the sloppy attitude of the big stars. They are apt to give ragged performances due to a careless study of their scripts in advance and a haughty disregard of directions from radio-wise persons. Programs starring such stars are often carried by the nervous and anxious-to-please secondary talent.

These observations are from Don E. Gilman, NBC west coast v.p., who has been visiting in New York. Its part of some general theories on the Pacific radio production problem as outlined by the executive. As a general rule the bigger Hollywood names treat radio as a sideline for getting extra pin money. This is in comparison to the fanatical weekly checks given out at the film studios.

With this in mind, NBC hopes to build programs suitable to the glamorous personalities which will make the stars get down to cases and apply some real study to the medium. Since there is no standard routine out there now, most of NBC's moves may appear experimental. Continuity and general program construction will be given smart treatment.

NBC is going into the Hollywood situation heavier than ever. Sponsor seal for film stars is undiminished. A series of program sessions at NBC's New York headquarters resulted in the decision that the west coast division hear down on sending out sustaining super-air shows from the film metropolis.

No personnel or physical changes on coast at present. Headquarters will continue to remain in San Francisco.

Acuff Sets Up

Chicago, Oct. 22. James Acuff, former commercial manager for WBBB, Evansville, has opened offices here as exclusive station representative. Acuff starts with a line-up of eight stations, all in the midwest and southwest.

Acuff has entered into a co-operative arrangement with Howard Wilson, station representative, with offices in Kansas City. Under the agreement Wilson will handle representation in Missouri and Acuff in Chicago.

Sustaining. Trio, radio trio on the staff of WKRM, Dubuque, Ia., is making its first swing out, a personal appearance tour: Avalon, Platteville, Wisc., first stop.

91 SEEK 100-WATT OKAYS

640-Channel Problem Broken Up Into Sections for Unraveling

Washington, Oct. 22. Contest for the right to join KFI, Los Angeles, in the 640 k.c. clear channel opened today (Monday) before the Federal Communications Commission, with the hearing involving applications from 14 different sources. Morning session was consumed in the commission trying to determine how testimony in the various cases was to be taken. It was decided to consolidate the three Ohio applications into a single problem and to treat the four applicants from New England likewise. Battle for 640 k.c. rates as the most important case that has come up in broadcasting since the settlement of the KYW-1292 k.c. case.

Ohio situation as far as the present hearing is concerned involved the Cleveland Plain Dealer, which wants to move WAIU, now on 640 k.c., to the 570 k.c. channel and shift the transmitter from Columbus to Cleveland; WJAT, which is seeking to exchange its present allocation to 610 k. c. to a place on 640 k.c., and WKBN, Youngstown, whose application would, if granted, transfer the station back to Columbus and its frequency from 570 k.c. to 610 k.c. Another midwest broadcasting outfit whose application has been tossed into the 640 ring is Trendle-Kinsky, which seeks to have its key outlet, WXYZ, Detroit, switched from 1,240 k.c. to 640 k.c. Lined up in the wavelength scramble from the New England end are John Shepard and his WAAB, Boston, WORC, Worcester, the Portland Broadcasting Co.; Irving T. Simon of Pittsfield, Mass., and Henry P. Rines, Maine Hotel operator. All have the same objective, a place on 640 k.c., which currently has no eastern occupant.

The south also has a contender for the frequency. This is WFLA, Clearwater, Fla., now located on 620 kilocycles. WXYZ's attendant purpose in going after the 640 wavelength is the grant of 10,000 watts that the midwest allocation will bring with it. WXYZ is now operating at 1,000 watts. Among the arguments slated to be submitted by the Trendle-Kinsky interests involved relative power quota situations prevailing in Ohio and Michigan. Ohio is over quota, while the latter state is the opposite.

Hearing before the commission is expected to last at least two weeks.

IOWA GOVERNOR FIGHTS RAID ON WOI TIME

AMES, Ia., Oct. 22. WOI, Iowa State college radio outlet, will combat vigorously any attempt to take away any of the station's time. Lelan T. Ryan, assistant attorney general of Iowa in Washington for that purpose, WOI is on 640 kilocycles. Hearing scheduled is an attempt by St. Louis, Mo., outlet and a contemplated Detroit, Mich., station for slices of the time now enjoyed by WOI. It was pointed out that any limitation will seriously interfere with the program of Governor Herring of Iowa, to re-coordinate the radio systems of the state.

New Hibbing Station

Duluth, Oct. 22. Hibbing Broadcasting company, operator of WBBB in Duluth and Superior, obtained a permit from the communications commission to establish a new station at Hibbing, Minn. The studios will be at Hibbing and the transmitter at Mountain Iron. Station will operate on a frequency of 1210 kilocycles with a power of 100 watts and unlimited hours of operation.

WCAO, Balto, Push-Up

Baltimore, Oct. 22. WCAO is the recipient of an okay on its petition for increased wattage from the Federal Radio Commission, and currently takes the boost from 500 watts to 1,000-day-night hours only. After 1:30 p.m., power reverts to former voltage-coverage of 600 watts. Like marks the second increase station has been granted in less than a year. Last winter its power was stepped up from 250 watts on all-time basis to 500.

No Further WHBF Protest Against KICK Becoming Davenport Station WOC

Davenport, Ia., Oct. 22. Station WHBF, now in the ABS family, has apparently resigned itself to the removal of KICK from Carter Lake, Ia., to Davenport, under call letters of WOC, for no formal protest was filed with the Federal Communications Commission last week, as required by rules of the commission. WOC, in the meantime, is checking up on equipment that was at the station prior to removal and consolidation of WOC-WHO, at Des Moines, the KICK equipment not having been moved as yet pending final approval and license. With after midnight tests to be made in the near future two former WOC staff members, recently at Des Moines, have been transferred to Davenport. Miss Anne Dillon, secretary to Peter McArthur, program director at Des Moines, comes here in the same capacity, while Ray Stauffer will become chief engineer and supervise technical operations of broadcasting.

Joyce Chief Noise-Maker

Chicago, Oct. 22. Bill Joyce promoted to head of the sound effects department at NBC in place of Melvin Wamboldt, who went to the production staff. Harry Babcock came in from the night page shift to fill the vacancy in sound effects.

LEVYS GET KYW, PUTTING NBC, CBS, LINKS UNDER ONE ROOF, MANAGEMENT

Blue Affiliation to WLIT-WFI if They Can Get Together—Talent Chief Mourner as Free Sustainer Policy of WCAO Applies to KYW

Philadelphia, Oct. 22. Effective next month, the Levy brothers, Leon and I. D., owners of WCAU and stockholders in the Columbia Broadcasting System, will operate the programming and sales of KYW. Station, due to move from Chicago, is Westinghouse owned, carrying the NBC web. KYW will be situated on the fourth floor of the WCAU building, marking the first time that two local network outlets will be harbored under one roof and managed by the same people.

Deal climaxes two years of effort on the part of the Levys to gain control of the incoming operation station. Move has been continuously fought by the electric company, with the support of NBC, swerving toward the Levys. I. D. Levy, a Philly barrister, is legal counsel for the RCA-Vietse Com-

PARADE OF FCC CASES START

Quota Rules Liberalized Under New Set-Up at Washington—Big Load on 1200, 1210, 1310, 1370, 1420 and 1500 Channels

SET 22 HEARINGS

Washington, Oct. 22. Hearings were set last week on 22 applications for new stations and power boosts as the Federal Communications Commission moved to ward a general realignment of broadcasting assignments under the new communications act. Already having changed its arbitrary and frequently-condemned quota system, the commission slated for future discussion 18 requests for new stations using 100 watts. More than 30 applicants for such assignments are pending as the result of Congressional action permitting the establishment of such local transmitters without regard to quota limitations providing interference does not result.

The path for wholesale overhauling of the broadcast structure was cleared when a new system of reckoning quotas was adopted. The revised procedure embodies two separate quotas, one for night facilities and the other for day facilities. Under this change, while four of five zones continue to be over-quota on night facilities, the surplus has been reduced practically by one-half. All zones now are under quota on day facilities. The 400 units total was abandoned and the modified system fixes a night quota of 30 units for each zone and 65 units for day quota for each zone. Twelve states are over-quota on day facilities while 26 are in excess of their equitable share of facilities at night. The first zone is the only one not possessing more than its proportion of night facilities and New York is the only state in the zone which is in excess.

Applicants

The new 100-watt applicants are: F. M. Flores, Taylor, Tex.; A. F. Mueller, Hubert Mueller, Albin Mueller, Jr., and Mueller Amusement Co., Seguin, Tex.; Calcasieu (Continued on page 38)

NBC Reviving Its Orange-Gold Twin Loops on Coast Because Present Facilities Overloaded

CONNECTICUT'S 4TH

Waterbury Republican Launching 1,000-Watt WWRA

WWRA, mouthpiece of the Waterbury (Conn.) Republican American, makes its debut on the air this Friday (23). Channel allotted it is the new fidelity commercial frequency 1,530 k.c. Outlet's operating power is 1,000 watts. Station on the same day will become a member of the American Broadcasting System, WTIC, WDBC in Hartford and WICC, Bridgeport, are the other Connecticut transmitters.

2 WOMEN ASK STATION OKAY

Dallas, Oct. 22. Two Dallas women have applied to the Federal Communications commission for permission to go into the business of running a radio station, a business few other women have tried. They are Mildred English and Genevieve C. Wilson, who ask a permit to construct a new station at Dallas to be operated during the day time on a frequency of 1210 kilocycles with a power of 100 watts. Katherine Jones a year or two ago was licensed to operate station WNRA at Florence, Alabama.

ABS' Albany Link

American Broadcasting System will have an affiliation in Albany, N. Y., as soon as WGLC has moved its transmitter from Hudson Falls. Permission for the transfer was granted last week by the Federal Communications Commission. With the shift, the station will change its call letters to WALB.

Harold Smith, who owns and operates WOKO, Albany, will do the managing of WALB.

With the expiration of the network's contract with Earle Anthony, of KFI, Los Angeles, this coming summer, NBC is expected to re-establish twin networks in the Pacific area with Anthony part of one of them. Web higher-ups have agreed that this move is necessary in order to take care of both the transcontinental and the local west coast business. In the organization of the other regional link KECA will not again be the second Los Angeles release.

Need of a second Pacific loop was impressively brought home to NBC recently when the Ovaltine account, disgusted with the pushing around its program was getting on the west coast, decided to cancel the supplementary hookup altogether and resort to spot placements of the "Orphan Annie" serial in the western area. NBC's Pacific link could not guarantee the feed cannot the same time across the weekly heard because of local commercials which had prior call on the required slots.

NBC abandoned the operation of two Pacific links, the Gold and the Orange, about two and a half years ago, after it had lost about \$100,000 on the proposition. Better of the 10 stations involved in the two links were retained for the formation of a single loop of five stations, while the surplus outlets were turned over to local broadcasters for operation at nominal leasing figures. Several of the latter would be retrieved for the revived second link.

Anthony's present contract with NBC stipulates that he holds the exclusive release rights on all NBC programs for the Los Angeles area.

100% Synchronization Of KFAB-WBBM May Leave KFOR on Limb

Lincoln, Oct. 22. Ever recurring chatter about complete synchronization of KFAB with WBBM, Chi., was finally consummated last week (17) with announcement by the FRC that it was able to go ahead and complete arrangements.

Announcement was made in this city by Dee Dirks, who said it did not mean that KFAB would be on the air full time, but such a condition would follow shortly after arrangements for the sync were polished off.

At present KFAB splits with its sister link, KFOR, here on the CBM time used and that'll mean KFOR gets left as far as chain matter is concerned.

COMMISH WILL HEAR CANCER CURE MAN

Muscatine, Ia., Oct. 22. Despite former jangle with the Federal radio commission with he was operating a cancer cure over the ether route here, communications commission has ordered a public hearing in connection with the application of Normal Butler to construct a new radio station here with power of 2000 watts on a 1,170 kilocycle frequency.

Notice of hearing was the indication of the commission that Butler will be given a fair and impartial hearing without prejudice.

Frank Smith has resigned as chief engineer of KTRH, Houston, to devote his entire time to local KXYZ.

be recruited from Philly, with Leon Levy assuming management of both the stations and the sales dept. Agreement between the Levys and NBC is understood to last eight years, duration of the Westinghouse contract with the National web. No money is said to have changed hands. Levys assume financial obligations for the studio building costs while Westinghouse will install all mechanisms. KYW will house one large studio and another smaller one, using its own master control. Facilities will be established for KYW to use any of WCAU's eight studios if necessary.

Acquisition of KYW by the Levys has been met with varied responses in Philly. Some stations owners claim the move is healthy one while others are disturbed. Fact remains that more important phases of local broadcasting will be monopolized by the Levy boys, since WCAU has 50,000 watts and KYW, 10,000. Stations next in line are all 100 watters.

Support such as by the Philly artists who complain that all chances (Continued on page 38)

91 Seek Permits

(Continued from page 37)

Broadcasting Co., E. H. Lanford, R. M. Dean, and L. M. Spang, Lake Charles, La.

Norman F. Storm, Centralia, Wash.; the Ardmore Publishing Co., Ardmore, Okla.; Munn Co. Cannon, Logan, Utah; Smith Broadcasting Co., Chattanooga, Tenn.; Bailey Bros., San Diego, Calif.; Keith L. Leachman, Dallas, Tex.; William J. Reynolds and William J. Reynolds, Jr., Helena, Mont.

A. L. Chilton, Kilgore, Tex.; O. K. Broadcasting Co., Louisville; O. K. Broadcasting Co., Cleveland; Dudley J. Connolly, Chattanooga; and Carolina Radio Inc., Anderson, S. C.

Other requests set for hearing were filed by Patrick J. Goode, New Haven, and Joseph M. Kirby, Boston—who want 250 watts; Utah Radio Educational Society, North Salt Lake, Utah, and L. M. Keim, Indianapolis, who want 1 kw.; Norman Baker, Muscatine, Ia., and W. L. Gleason, Barry, Colo., who want 5 kw.; and WERU, Reading, Pa., which asks permission to operate at night with 500 watts in addition to 1 kw. daytime operation.

100-Watt Channels

Commission has decided that the 100-watt local stations which shall be exempt from such limitations will be assigned to six different channels, already heavily loaded with similar transmitters. They are 1200, 1210, 1215, 1270, 1420, and 1500.

Complete list of applicants for 100-watt transmitters under the new statute numbers 31. Many license-seekers have asked for permission to use 250 watts for daytime operations, but the majority limited their plans strictly to the 100-watt figure. The applicants, with the requested channel and time assignments, are:

Aberdeen Broadcast Co., Aberdeen, S. D., 1420 kc, daytime; Abilene Broadcasting Co., Abilene, Tex., 1210, daytime; American Broadcasting Co., Washington, D. C., 1210, unlimited; Ardmore Broadcasting Co., Ardmore, Okla., 1210, unlimited; Bailey Brothers, San Diego, 1430, unlimited.

Amel O. Barber, Montgomery, Ala., 1210, unlimited; T. H. Barton, El Dorado, Ark., 1370, unlimited; Tallahassee Broadcasting Co., Tallahassee, Fla., 1210, unlimited; Brown Radio Station, Rochester, N. Y., 1210, unlimited; WJIM Broadcasting Co., Helena, Mont., 1430, unlimited.

CACHE Valley Broadcasting Service Co., Logan, Utah, 1370, unlimited; Calcasieu Broadcasting Co., Lake Charles, La., 1500, unlimited; Louis H. Callister, Provo, Utah, 1300, unlimited; Paul G. Callister, Salt Lake City, Utah, 1370, unlimited; David H. Cannon, Pasadena, Calif., 1430, daytime.

Munn Co. Cannon, Logan, Utah, 1210, unlimited; A. L. Chilton, Kilgore, Tex., 1200, unlimited; Dudley J. Connolly, Chattanooga, Tenn., 1420, unlimited; E. B. Craney, Helena, Mont., 1420, unlimited.

William G. G. Denver, Chickadee, O., 1420, daytime; Maynard Dowell, San Diego, Calif., 1150, unlimited; Richard Austin Dunlap, Wilmington, N. C., 1370, daytime; Eastland Co., Portland, Me., 610, daytime; Eastern Broadcasting Co., Portland, Me., 1210, unlimited; Herbert H. Fette, Herndon, Minn., 1210, daytime; Herbert A. Johnson, Augusta, Me., 1370, unlimited; W. L. Gleason, Salinas, Calif., 1210, unlimited; W. L. Gleason, Ahmeda, Calif., 1500, unlimited.

Greater Muscle Shoals Broadcasting Co., Sheffield, Ala., 1500, unlimited; Great Western Broadcasting Association, Provo, Utah, 1210, unlimited; Great Western Broadcasting Association, Logan, Utah, 1210, unlimited; Guilford Broadcasting Co., Abilene, Tex., 1420, unlimited.

Charles Henry Gunthorpe, Jr., Nacogdoches, Tex., 1420, daytime; Guthrie Broadcasting Co., Guthrie, Okla., 1200, specified hours; Hubert H. Hall, Erie, Pa., 1420, unlimited; Joseph H. Hallock, Baker, Ore., 1200, daytime; Hauser Radio Co., Ventura, Calif., 1150, daytime; Head of the Lakes Broadcasting Co., Hibbing, Minn., 1210, unlimited.

Helena Broadcasting Co., Helena, Mont., 1420, unlimited; Herald Publishing Co., Denison, Tex., 1200, daytime; W. C. Hildesick and George C. Knauer, Denison City, Tex., 1200, daytime; Edward Hoffman, St. Paul, Minn., 1210, unlimited; Raymond L. Huchra, Midland, Tex., 1200, daytime.

J. B. Kiefer, Los Angeles, Calif., 1430, day time; Lake Region Broadcasting Co., Lakeland, Fla., 1310, unlimited; Lakeland Broadcasting Co., Lakeland, Fla., 1300, unlimited;

Neth L. Leachman, Dallas, Tex., 1200, unlimited; Riverside Broadcasting Co., Riverside, Calif., 1200, limited; Richard Field Lewis, Del Monte, Calif., 1210, daytime; Jackson D. Maganau, Erie, Pa., 1370, unlimited; Metro Broadcasting Co., East Los Angeles, Calif., 1200, limited; Mid-Central Broadcasting Co., Kansas City, Mo., 1370, unlimited.

Montana Broadcasting Co., Helena, Mont., 1420, specified hours; Samuel Nathaniel Morris, Stamford, Tex., 1200, unlimited; Mucher Amusement Co., Seguin, Tex., 1500, specified hours; O. K. Broadcasting Co., Cleveland, O., 1500, unlimited; O. K. Broadcasting Co., Louisville, Ky., 1200, unlimited; Ohio Valley Broadcasting Co., Parkersburg, W. Va., 1420, unlimited.

Palmer Broadcasting Syndicate, Cheyenne, Wyo., 1210, unlimited; Palmer Broadcasting Syndicate, Portland, Me., 1210, unlimited; E. W. Patrick, Brookfield, Mo., 1310, unlimited; James M. Patterson, Jr., Stillwater, Okla., 1200, daytime.

F. N. Pierce, Taylor, Tex., 1310, unlimited; Plattburg Broadcasting Corp., Plattburg, N. Y., 1210, daytime; Radio Service, Inc., Redlands, Calif., 1220, daytime; Radio Service, Inc., Riverside, Calif., 1220, daytime.

Dr. William J. Reynolds and William J. Reynolds, Jr., Helena, Mont., 1420, daytime; Albert T. Roche and Harold Smithson, Chico, Calif., 1550, daytime; A. H. Seaberg, Salinas, Calif., 1500, unlimited; James D. Seannett, Lewiston, Me., 1210, unlimited; Abraham Shapiro, Astoria, Ore., 1370, unlimited; Willis T. Shaugnessy, Bay Shore, N. Y., 1470, unlimited.

Smith Broadcasting Co., Chattanooga, Tenn., 1420, unlimited; J. H. Speck, Santa Fe, N. M., 1310, unlimited; Norman F. Storm, Centralia, Wash., 1500, unlimited; H. E. Studebaker, Lewiston, Ida., 1420, unlimited; Twin Cities Broadcasters, Centralia, Wash., 1200, unlimited.

Smith Broadcasting Service, Inc., Chattanooga, Tenn., 1210, daytime; Voice of Longview, Longview, Tex., 1370, daytime; Arthur Westlund and Jules Cohn, Santa Rosa, Calif., 1500, unlimited; Winger and Thomas, Chattanooga, Tenn., 1420, daytime; Philip J. Wiseman, Lewiston, Me., 1210, unlimited; Gish Radio Service, Abilene, Tex., 1420, unlimited; Catalina Radio, Inc., Anderson, S. C., 1200, unlimited.

Pacific Acceptance Corp., San Diego, Calif., 1420; Educational Radio, Inc., Spartanburg, S. C., 1420; William A. Schall, Omaha, 1420; John G. Curtis, Erie, Pa., 1370; Mississippi Valley Broadcasting Co., East St. Louis, 1500; Harold Thomas, New Britain, Conn., 1330; W. Wright Esch, Daytona Beach, Fla., 1420; and San Juan Broadcasting Co., Durango, Colo., 1420.

Refute Pedagog

(Continued from page 34)

Nicholas Murray Butler, of Columbia University, and Walter Daws, and presented John Erskine, Rabbi Jonah B. Wise, Rev. John W. Langdale, and other leaders in religious and educational fields to plead for continuation of the present system and to urge that commercial stations be relied upon for cultural programs.

Chlor of educators for added facilities is not spurred by public demand, John Erskine asserted, stating that he was "quite sure" the radio public would not favor dramatic educational features and that art cannot be forced upon the public.

The proposal to reserve a fixed percentage of existing facilities for non-profit groups, according to Henry L. Mencken, whose statement was presented to the committee by NBC, was a "pleasantly virtuous punch but... very little of any merit." The Baltimore cynic said the demand is based on a false assumption that educational agencies are not allotted adequate time under the current conditions. Slapping out in his typically caustic manner, Mencken said educational programs in the main are puerile and dull and said there is no evidence that the caliber of their broadcasts would be any better if they were "day." Less propaganda, rather than more, is needed on the air at present, Mencken said.

Agreeing with Mencken that the current system should be continued, Alexander Woodhull said he was "dismayed" at the idea that broadcasting facilities should be made

available for the "unfettered use" of schools and colleges which had made American education "stereotyped."

Contrasting the high state of broadcasting in this country with conditions abroad, Paley, leader of the CBS delegation, said that the fundamental reason for the development of American radio is that it is the most widely interesting broadcasting in the world and warned that realignment of facilities as suggested would not yield any more beneficial results than the present policy.

Popularization of programs which originally were considered too limited in appeal for general consumption has been accomplished in recent years by careful management, Paley said, noting that commercial sponsors have time and again taken over a program which had been made widely popular as a sustaining network feature. He cited increasing popularity of symphonic, orchestral and operatic music, dramatic and lecture programs.

Winding up the protracted sessions, the National Association of Broadcasters warned the Commission that technical questions must be considered in reaching a decision on the educational issue. Prof. C. M. Janney and John V. L. Hogan, consulting engineers, addressed the technical aspects, while Philip G. Loucks said one of the primary problems in the engineering question "Are facilities available?"

Hogan asserted that the only feasible way to provide additional service is to increase the broadcast band and contended that with many important technical developments in the immediate future the present is the most inopportune time to do anything that would restrict or interfere with present services or tend to establish rigid limitations that would handicap the growth of the science.

Declaring that over 50 percent of the United States already is dependent on remote service of high-powered, clear-channel stations, Dr. Janney said that the proposal to reserve 50 percent of all facilities would have to be done within the boundaries fixed by the limited facilities that are now available for broadcast service.

Levy Get KYW

(Continued from page 37)

of at last getting out from the red have been completely blocked. KYW's Chicago policy of paying sustaining talent will obviously not be continued by the Levys, who prefer to work the new station on the old basis of WCAU's no pay-offs for anything but commercials. In this connection, the WCAU Artists Bureau, headed by H. Earl McElroy and Marnie Hawks, will move offices to the KYW floor from where the bureau will operate for both stations.

Homer Hogan, present manager of KYW, may be designated by NBC to continue as manager when the station is moved from Chicago to Philadelphia. Edward H. Hitt, now on the network's New York staff, has been assigned to take charge of KYW's sales department with the shift of the outlet.

Chicago, Oct. 22. NBC got into a bad jam with the Hearst papers and had to back down on a publicity news release when Hearst chieftains squawked about the NBC attempt to scoop the newspaper chaps. Last Thursday evening (19), after a business hours, radio editor of the dailies received a communication signed by Richard Patterson, NBC v.-p., stating that the local Hearst KYW station would move to Philadelphia on Dec. 1. No exact date on the removal had ever been released previously, and the editors grabbed on the item as ammunition.

Chicago Hearst boys burned heavily over the release of this story to all dailies, feeling that Hearst rage should be the first to crack such a yarn. Immediately got in touch with Hearst headquarters in New York and an hour later a second communication flashed through from NBC in New York to radio editors asking them to change the date from Dec. 1 to an indeterminate removal date. This didn't seem to satisfy the Hearst boys, either, because shortly after that came a third wire from NBC asking the editors to lift the story completely.

Philadelphia, Oct. 22. Pursuant to the announcement that KYW would move to Philly

New York Radio Parade

By Nellie Revell

First three-hour radio program has been sold. The National Record Company will sponsor a three-hour dance music program over NBC. Two name bands, one class and one jazz, are to play with the show set for Saturday even from 10:30 to 1:30. Show is to be a coast-to-coast hookup which makes for a trick broadcasting schedule. Show will go on air at 10:30 in each time zone and play through its allotted three hours calling for broadcasts for each time zone. Show is scheduled to open about Thanksgiving Day. McCann-Erickson handles it.

Closed Show Before It Started

Joe Humphries recently auditioned as part of a show for Kentucky Winners cloggies at NBC. Joe had two speeches. One introducing the show and one at closing. At the addition Joe, by mistake, opened show with his closing speech.

Entertaining Vagabonds

The Vagabonds, Mearns Herald, Dean and Curt, male trio, of WGY, Schenectady, were deputized by Sheriff Carroll "Pink" Gardner of Schenectady County. The sheriff now running for Congress on Democratic ticket engaged the lads to appear with him when he stumps the district for votes.

Hollywood Temperament

Miriam Hopkins was annoyed at rehearsal of "Th' Heaven" in which she and John Boles starred at NBC. At one rehearsal when the music didn't rise to a crescendo with her acting, she failed to realize that the music was being built up in the control booth and not in the studio in an attempt to assure her voice coming over clearly.

Those Personalities!

Annabelle Webb, NBC hostess, was part of a sustaining program last week. This makes third NBC hostess to get air break at 50th street studios in short time. Miss Dawson did a commercial for Benton & Bowles; Miss Thomas was female atmosphere at a right scene; and now Miss Webb as the young southern gal, which she is.

Short Shots

Richard Gordon leaves the Sherlock Holmes program. Salary difficulties. Auditions for a new Sherlock have already started. Joe C. Donahue of CBS Special Events has resigned to handle publicity and exploitation for Sterling Gatchell Agency in N. Y. and Detroit. Charlotte Geer, radio editor of Newark Eve News, has had her WOR commercial renewed for 18 weeks. They finally got Bill Hay to traveling with Amos 'n' Andy on their personal appearances. In all previous tours Hay stuck to Chicago. Charles King is the new Toastmaster show. George B. Storer, proxy of ABE network, is having the complete script of his first network broadcast bound. Rosellen Callahan of CBS press dept was a model at the hair dressers show at the Penn Hotel. Her hair has that certain something. East and Dumko auditioned new show titled "The Pan Alley Echoes" for Lord & Thomas.

Scribbled Notes

Boston & Bowles move to Radio City calls for new landlord to look after the 2 1/2 years still to run on the lease of the Madison Ave. offices at B&B. Cap'n Henry, Charles Wininger, opens in Boston the first week of November, instead of Philly, in his new stage play, "Taverns With Music." Bob Pierce of WGY, Schenectady, completed 11 years on radio last week. Bob first crashed radio at WGR in Buffalo. Paul Keast, CBS baritone, will headline at the Roxy Nov. 9. Frances Prosser is new addition to press staff at WOR. She is Smith College grad. Frank Luther, "Your Lover" at NBC, made recordings for Decca consisting of 42 kiddie songs for Xmas release.

Stand By

Adams Hate sponsors fight broadcasts from WMCA and occasionally WHN. Now on WNEV with wrestling shows. George Levy from Rockwell O'Keefe to Irving Mills. Charles Webster, an Englishman, portrays American presidents on the air. Lincoln and Washington are his busiest clients. Angelo Fernandez ork has new vocalist, newcomer to radio, Edith Sheer is the name. Buddy Cantor, film commentator for the liquor client at WMCA, turned 23. Guy Robertson will guest star on the Valley show. Robb Milham of WGY recently wed to Alice Walsh of that city. Emil Costello's ork for society swanky autumn ball at Tuxedo Park on the 27th. Jello with Jack Benny at NBC enlarges the network on Nov. 4 to include KGU at Honolulu. There will be three CBS names in that new Lew Brown musical "Calling All Stars." Gertrude Nielsen recently signed, and Ev Marshall and George Givot act from the start. K. K. Hanson of Rockwell O'Keefe recently moved to Knickerbocker Village Apts. His frau, Gertrude, will run the Knickerbocker Book Shoppe. Austin Huhn will act on the Lux show "What Every Woman Knows" at NBC. His late dad was stage manager of the original stage success.

Gossip

Walter Huston and Lee Patrick in "The Barker" is next attraction for Lux at NBC. Huston starred in the show once. Discards "The Barker" with Arthur Murray and Earl Oxford over CBS postponed to Dec. 1. Bill Pooler, NBC engineer, started in a small Springfield, Mass., station as sound effects man for "Three Jesters." Now "Jesters" are on network and Pooler is their engineer. Recordings are being made of "Manhattan Merry Go Round" for spot broadcasting. Wallace Butterworth's "Gossip Behind the Microphone" will have a CBS spot starting December 1 for Norsec Co., a toothpaste. Larry Harding now announcing the Chevrolet program at CBS. Clyde Kittell who came to NBC from WGY as an announcer goes to WTAM as program director. Gene Morgan of ABE announcing staff to wed Dolores De Costa of Boston. NBC has brought Marie de Ville, long a vocalist of WTAM in Cleveland, to New York. Ginger Rogers in town for a few days and visiting friends at CBS.

next month, WLIT and WFI are understood to have reached an amicable merger agreement.

Merger plans, which have been pushed by Samuel Rosenbaum, for Lit Brothers and Dr. Tidy WFI proxy as head of the Strawbridge and Clothier Store were at a standstill until last week. Report is that consolidation will take place after agreement details are submitted to FCC soon.

Rosenbaum will head the new station Board of Directors, while it is an intermediate reorganization is contemplated. WLIT-WFI have been dividing time from studios in the respective emporiums, and plans are to operate the new outfit as an other business with office building at studios instead using the radio

Rumple NBC Figur

Chicago, Oct. 22

Berry Rumple was transferred last week from the NBC New York statistical department to head of the local statistical section.

Department has been without a special boss during the last six months, with Ben Kancer doing his other job as commercial continuity

LIQUOR PROGRAM IDEA

Inside Stuff—Radio

Scientific graphing by the J. Walter Thompson agency on behalf of its Lever Bros. (Lux soap) account determined the 2:30 p.m. EST schedule of Lux's new dramatic hour. Contrary to snap judgment concerning the time differences between 11:30 a.m. on the west coast and 2:30 p.m. on the east coast, the greater audience circulation was deduced for the eastern seaboard; the least for the west coast.

Charts and data convinced the agency people that at 11:30 a.m. Pacific time, or 12:30 p.m. Mountain Standard Time, or 1:30 Central Time, either saw the women of the family, of a Sunday, just returning from church, or too busy preparing the Sunday dinner (only coffee New York calls it luncheon); or some other elements figured in the minimization of audience interest. On the other hand, the 2:30-3:30 p.m. allocation for the Eastern Standard Time belt was figured to insure the best proportionate audience circulation, especially over the winter, as the folks are just through with the Sunday dinner and inclined to stick around the house a bit before going out for the Sunday aft. promenade.

Lux show, starting with "Beneath Heaven" (Hopkins-Boles) and continuing with "What Every Woman Knows" (Helen Hayes-Kenneth MacKenzie), will shift to a more masculine appeal for the third tabloidization when Walter Huston does "The Barker."

NBC has won the counter action it brought against the Upstar Co. of Boston. In a decision handed down by Judge Brewster in the Boston Federal Court the Upstar Co. has been enjoined from publishing or distributing pamphlet versions of Ed Wynn's act for Tezaco. Court held the inclusion of Graham McNamee's name in these scripts as in violation of the exclusive management contract held on the announcer-straightman's services by the NBC Artists Service.

Upstar Co. sought a court order preventing the web from interfering with the former's spot broadcasting campaign on WEEI, Boston. Publisher of the Wynn scripts had sought to spot announcements about the pamphlet on WEEI immediately following the Tezaco broadcasts. NBC countered this injunction move with a restraining action of its own. Web set up the argument that the use of McNamee's name in the published script infringed on the contract it held with the announcer which covered every one of his endeavors, including writing. Judge Brewster in granting the injunction against the Upstar Co. upheld this contention.

Pictures snatched with what the J. Walter Thompson agency describes as the "candid camera" are no go with screen females brought in for guest broadcasts. Miriam Hopkins, booked on the previous Sunday's (14) Lux program, refused to pose for the agency's photo on the ground that the "candid" reproduction wouldn't jibe with the conception picture fans have of her facial features.

Thompson handles the Eastman account, makers of the candid camera.

CBS hopes that the new Columbia 45th street Radio Playhouse (former Aven) will take care of that extra bunch of people who have been pestering the publicity department all year for duets. The demand has grown so much in past few months that this pass business is now a major headache, as far as the chain goes.

Programs slated already for presentation from the new unit are: "Music by Gershwin," "The Big Show," "Camel Caravan," "Melodiana," "Broadway Vanities" and "Roxy Revue." Requests pile up for these shows.

Sellers Service of Chicago recently completed a survey of stations which accept liquor advertising.

As published in Variety the list failed to include the Yankee network stations which have an open door policy on whiskey and gin accounts.

Engineers at General Electric's WGY were plenty busy the day of the widely-publicized feat of talking, via short wave, to Australia, by three of the staff driving around the downtown streets of Schenectady in an auto specially equipped for two-way conversation.

The exchange with Australia was held at 7 a.m. but the exact time for contact had not been fixed and a situation developed which required the engineering staff to arrange for the handling of three programs simultaneously.

WGY will return next month to the policy, tried last summer, on the General Electric Circle, of a local talent show. Entertainers are recruited by the theatre audition method from a city within the territory covered by the 15,000 watt.

Catskill and Amsterdam, N.Y., were the towns from which talent was drawn for the pair of summer shows, General Electric appliance dealers in those cities sponsoring the idea on a tie-up.

Football fans in Los Angeles are sure because an oil company grabbed all the Pacific Coast conference games and won't release more than one of a Saturday afternoon. Exclusive broadcasting rights were sold by the eight schools for \$60,000. With three top eleven players in the north only one tilt was put on the Coast chain.

Several indie stations put in bids for some of the games but met with a turnaround when a commercial was mentioned. Offers insisted that games not broadcast by them be aired as sustainers, but indies frowned on the idea being unwilling to stand the line charges when several sponsors were ready to lay it on the line. It means fans will have to be satisfied with one Saturday game by air this season unless the oil company relents.

Showmanship will be a first concern and emphasis with the new American Broadcasting System. Following the policy adopted at WMCA, New York, for the past several months the new network will be fed special events, stunt programs, and attention-getters generally. It is the management's purpose to try to make the local links of ABS known and noted in their respective communities for the unique and unexpected in programs.

It is believed that the frank policy of going after prestige and popularity by stunt methods similar to show business represents a first clean-cut test of showmanship as an effective approach to building a network. Bulk of the showmanship endeavor so far as the early phases is concerned will come from New York. It will be some time before reversal of sustainers on an exchange basis can be placed in effect.

Howell Callahan, Boston newspaperman, has received notice from his publishers, Plimpton Press (Norwood, Mass.), that "Pardon My Account" goes on the stands October 30. Subtitle of the book, carrying a \$2 tag: "Eight years in a Boston newspaper radio studio." Callahan broadcast daily news over WEEI in Boston for about eight years until radio-newspaper conflict drew him off.

NO ADVERTISING, JUST PHONE NO.

**St. Paul Advertising Agency
Trying Unique Program
to Sell Beverages—Dealers
Tied-up to Program
That Generates a Drink-
ing Mood but Doesn't
Mention Alcohol as Such**

OUTSMARTS DRY?

Problem of advertising liquor via radio as to overcome moral or family objections may be solved here.

Edward P. Shurick, lately of KETP and now handling his own advertising agency, has sold the idea to a group of Twin Cities liquor dealers, and a program, to be called "The Old Stager," is slated to begin airing on Friday (30) over KETP.

Production idea in built around the hey-day of Delmonico's, Rector's and the countless other gay spots which gained fame in the gay nineties. "Good Old Summer-time," "After the Ball," "Tell Me, Pretty Maiden," and like tunes will be used as background and the Old Stager will whisk the listeners from one early era highlight to another. "Diamond Jim" Brady, Dan Daly and other epureans will take their tables again in the better known restaurants of the Mauve Decade.

It will be 15 minutes of solid entertainment—without a trace of liquor plugging.

This idea, it is believed in radio circles, can offend no prejudices on the family angle and will effectively break the ice for liquor radio advertising by means of a neat tie-in at the end of the program when a telephone number is woven into the copy. Listeners are invited to call this number and: "The Old Stager offers you of his experience, the ripe fruit of long, long years. He knows! And his enviable wealth of knowledge is all yours, just for the asking. This is the only 'plug'."

Order-Taking
When the radio fan calls the number he's told of the special liquor package this week, contents and prices. If the fan is interested, the Old Stager takes his order and the liquor dealer makes prompt delivery. If listener is not interested, he need only file the phone number for future reference.

Order-filing has been divided between liquor dealers, with each dealer assigned a certain territory. Tie-in of bottle label reading, "An Old Stager Selection," and store banners announcing, "We feature the Old Stager's Specials," will be distributed to sponsors of the broadcast. But on the broadcast itself no mention of liquor is made at any time.

Only the high-class brands will be pushed, and certain distillers are already in line on the plan, contributing to a general fund to put this new radio marketing idea across.

They're probably sitting with crossed fingers; some vice guy may up and paraphrase it "The Old Stager."

Vic and Sade Land

Chicago, Oct. 22.
Proctor and Gamble has taken over the Vic and Sade program on the NBC wires, to start Nov. 3 over both the red and blue networks for its Crisco product. It's one of the oldest sustainers in Chicago.

Program is to go on every afternoon, except Saturday and Sunday at 12:30 p.m. on one of hook-up and at 1:45 p.m. on the other, CBS. The Coast is to use transcriptions due to the fact that they met the time for a complete national hookup.

K.C. Symp Too Classy for Druggist, But Maestro Won't Pop; S.O.S. to NBC

Radio First Aid

St. Paul, Oct. 22.
State Tourist Director George H. Bradley discovered the backwoods retreat of two brothers, Pete and Frank Gansy, and snatched his lips over their menus all the way from the wild rice and venison down to the pie. There was the catch: their pie was only so-so.

Brad accordingly broadcast an appeal over WCCO, asking women listeners to mail the Gansys their pet recipes for coconut cream pie. Result: the Gansys were practically lamed carrying in their mail the 30 miles from town, but now they have recipes galore for coconut cream pie which doesn't have to be eaten with a spoon.

\$500-Per-Hour May Be Fixed Chicago Rate

Chicago, Oct. 22.
After having stalled for months on the proposal to raise rates in Chicago the NBC stations are finally warming up to the idea and the wage meetings are now in session trying to set a higher schedule for its WENR and WMAQ outlets, particularly the latter.

This decision on the part of NBC follows earlier moves on the part of other stations in Chicago to boost their tariff schedules. Both the Columbia WBBM and the Chicago Tribune WGN are known to be anxious to lift prices by at least 20%, but they have been stalled by the hesitancy of the NBC transmitters to go along with the boost, each station being afraid of having rates which would place them at a sales disadvantage when it comes to a matter of price.

WMAQ rate is now \$450, the lowest schedule in town for a top outlet. Understood that NBC is considering raising this to \$500 with the rest of the major stations in Chicago also figuring that \$500 is the proper rate for an hour's evening time. WGN schedule is now \$465 for its local rate, while WBBM has a \$480 price.

Chicago stations have been annoyed about their rates for some time, particularly because their rates are equalled by stations in towns such as Detroit, Minneapolis, St. Louis, Cleveland, towns which have as little as one-half the potential audience that Chicago has.

New Boston Station

Boston, Oct. 19.
New independent (Northern Corporation station) WHEX officially opened Thursday night (18) in new studios on 15th floor of Hotel Manchester. New station is using 25 watts daytimes, 100 at night, on 1550 kilocycles. Transmitter on Powder Hill, Chelsea, Mass.
Program director and station manager is William Ivato; S. Alfred Wassner, in charge of sales. Has two studios.

Hall with Cantor

CRF "Shirley" Hall will do straight for Eddie Cantor during the latter's picture house stage dates, which commence Oct. 24 at the Capitol, New York. Show has five weeks booked.
Hall's switch isn't permanent but only to keep working while Jack Pearl vacates in Europe.

Kansas City, Oct. 22.
United Drug program is entirely revamped since the inaugural broadcast of the Kansas City Symphony. Retail Arm received several thousand telegrams from druggist "partners" objecting that the type of classical music played on the premiere performance, while good, was over their heads.

Problem became acute for Walter Drake, representing the street & finance agency, as Karl Kreuger, conductor of the Kansas City Symphony, refused to biddle around with Victor Herbert, Lehar or gents of that ilk. Assistant conductor was given assignment, but just couldn't make good slumming in the pop field.

Bring in Flath
Hans Flath, former Henry Bayago pit maestro, was brought in, and for the second program an S.O.S. to the NBC music department in New York brought the necessary music for a 15-piece orchestra by air mail. Craig had to have parts photostated and quickie rehearsals rushed through. Under the new set-up DeWolf Hopper is given enlarged opportunities for recitation as well as announcing.

Kansas City Chamber of Commerce acted as intermediary in making an amicable adjustment with Conductor Kreuger. Meanwhile, the symphony musicians are carrying on and the program billing is now "America's First Rhythm Symphony from the Kansas City Symphony Orchestra."

Sustainers Hold Cash Blubs but Talent Is Paid Philly-Style

Philadelphia, Oct. 22.
Philly talent which has been pampered for years seems to be continuously taking it on the chin. Latest stunt is one being pulled by WIP, Glanet Bros. station, of ringing in spot announcements on sustaining shows, artists remaining gratis.

Explained by Franklin Lamb, station's v.p., this was caused by a complete sell-out of available spots. Since the singer announcements are all Glanet store plugs, Lamb figures that should be okay for the talent. He also added that, under the new set-up, WIP is paid by the store for all time used on the station.

WOR PROGRAM DEPT. SHIFTS AND ADDITIONS

E. M. Fickett is new to WOR staff as assistant to Adolph Oppenher, program director. Formerly with NBC and Judson.

Lewis Field of same station is now concentrating on 10 outstanding programs. Handling entire scripts himself.

Annette Maranta joins artists' bureau, handling club dates and other routine details. Had her own office for a time before becoming associated with station outfit.

WIP'S ARTISTS BUREAU Couple of Staff Shifts First Bon Gimble Move

Philadelphia, Oct. 22.
Staff changes at WIP last Friday night Jerry Crowley from program chief to supervisor of publicity, public events and handling of the sales staff. John Hayes leaves the announcing post to take up Crowley's programming job.

Hayes was a law student until this year, when after spelling out into his blood.

Ben Gimble, WIP publicity, also announced that effective next month, station would organize its own artist bureau.

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

Outstanding Stunts

PROMOTIONAL BROCHURE WJBM, JACKSON, MICH.

WJBM's Jackson, Mich., station WJBM has just published a brochure which in itself ranks high as a piece of promotional showmanship by a small town station and which, secondarily, details a showmanly policy of operating. Most notable disclosure is the fact that WJBM is located within a so-called "Radio Block," a building with 16-foot studios where glassed-in front faces the open street-level on the outside and sitting room for visitors within the building. Windows fronting on the street are framed in neon tubing and present the same attention-getting facade as a film theatre marquee.

In addition to broadcasting programs in "live" studios, the control room is also open on the street side for traffic-stopping purposes.

In summarizing its policy, WJBM makes some pointed observations. Display and show card service plus merchandising crews fortified by cross-indexed data on the regional market are as important as the station. This is cheap but not free. Advertising rates are kept low, the station claims, to prevent a few big sponsors from dominating the air. As would be true if rates made the participation of rank and file advertisers unlikely. And on the program end, the station promotes its intention of not being too "crazy, crazy and their guitars" or to allow sponsors to loose up the schedule with entertainment not worthy the name.

"Thumb-nail sketches of each of the 10 principal executives are included."

Pawn Shop Program

Cedar Rapids. National chains broadcasting programs from the South Pole, across the Atlantic and the like have nothing on KWCN for program building. The local management felt as it proudly released what was thought to be the first broadcast from inside a pawn shop.

Once a week for 13 weeks, Izak Ginsberg, owner of Ginsberg's Jewelry and Loan office, forecasts about the three gold balls which have hung over the doorway for years and discourses on "human interest in a pawn shop." Izak takes time to work in chatter about his merchandise, but even his watchmaker is interviewed by a live announcer while at work. Ticking of watches, playing of music on various musical instruments on sale also picked up by mike to induce audience to come in and rummage around.

Radio fans invited daily by Ginsberg to select music suitable for broadcasting, visit the store and describe the scenery to the "radio home." Pawn shop is located in former shopping area and program is making decided hit out on the scores. Don Inman, KWCN national ad manager, worked out idea.

Radio as Class

New York. Return of the General Motors Sunday night concert for a second season has prompted the NBC sales promotion department to do some tom-tom beating about the ability of radio to sell other than low-price goods. As part of this pointing-with-pride campaign the web has sent out a seven-page booklet which enhances "Two Distinguished Names" with the pages devoted to what Lawrence Fisher, head of the Cadillac Motor Car Co., thought of last year's series and a reprint of each of the latter's programs. Edition of this affair was limited to 1,500 copies.

Swanky format will be followed up by a cheaper and more argumentative layout of the same theme for the general advertising trade. In this latter work NBC will cite the experiences of Cadillac and La Salle as proof of what radio can do for high price products in establishing prestige and sowing the seeds of desire. Booklet will point out that for the first time radio has received recognition as a class advertising medium and with the proper showmanship and subtle infiltration of the plug the manufacturer of a class article can garner the same results previously achieved only through class publications.

Ride With a Hero

Chicago. Shell petroleum company crashed a heap of Illinois dillies and a head on top other good-will through the spread use of Red Grange, a "bumbling" celebration at University of Illinois last week. Grange was out at Champaign, Ill. by a flock of city officials, university big game and sports stars. A large party preceded through streets

lined with "Welcome Red Grange" banners. **Champaign News-Gazette**, never before opened to radio publicity, mentioned by the Shell sponsor and CBS in front yards and headlines. Commended the football star and hero between halves were broadcast over CBS, WJLW in Urbana and an Ohio network through WOSU in Columbus.

Handling the promotion stunt were Paul Ryan, director of sales promotion and advertising and Hal Burnett of CBS special events division.

Radio Intelligence

New York. WEVI's third annual University of the Air open Dec. 5 with program for the intelligentsia. Town Hall is the pick-up point.

Programs to run a full two hours and as far assembled for hearing are: **Business**, Hendrik M. Van Loon, Hal Johnson choir and Prof. John Dewey.

Air University operates for a period of seven months, offering psychology, drama, literature and other articles. **Thomas Craven** author of "Modern Art" is down to spiel on his pet interest. This is a new addition to the course of studies.

Henry Greenfield, Morris Kovic and George Field of the station are completing arrangements for the program.

Hotel Chef Tie-up

San Antonio. Plaza hotel plugs its cooking and at the same time lends a helping hand to housewives in a twice weekly air play.

Etta Martin, the hotel's p.a., and the chef do a turn in which the p.a. plays the part of a brave anxious to learn dishes as prepared in the Plaza kitchen. Chef gives the recipes in quantities suitable for home cooking, gal repeating ingredients to make it easier for the faintest listener to catch.

The dialogue is interspersed with jokes at the expense of the absent husband to place it in a lighter vein than ordinarily would result.

Pre-Halloween Speeches

Lancaster, Pa. When the American Specialty Company of this city decided to go on the air for the first time, the WGAL players led by **Bernie Miller** got their first chance at airing.

Account decided to put a series of five-minute "hair-raiser" by Miller called the "Haunted House," which is cut up into six installments, all of which are to run just before Halloween.

Program was bought for all of the stations in the Mason-Dixon radio group and for several stations besides, and the time was considered too short for studio groups to master the script well enough to do justice to the program. The waxing was decided on and the local players hurried to Philadelphia and "went on record."

Miller not only wrote the scripts but cast and directed them and carried one of the roles himself. Others in the cast include Jack Breyer, Virginia Davis, John Gibson and Alvin Hayman.

Join Show and See World

Baltimore. Precipitated by the recent visit to Balto of Johnny, midjet who sings out those calls for "Phillip Morris" on the weekly program for the cigarette manufacturer, the tobacco company is now dressing here are circulating round town thrusting into the show-windows of tobacconists and drug stores large in-color pictures snatched of Johnny in the highlight situations of his ramblings round the country on publicity and good-will tours. Among the views on exhibit are shots of him in well-known settings leaving the White House chatting with **Phil Reisman** at conclusion of the Phillip Morris "cast over NBC," posed beside a minute model of the White House in Detroit, riding down Penna. ave., Washington, in last spring's Jap cherry blossom parade, hob-nobbing with the society skirts at the snooty Devonshire Club, seated on the outstretched paw of a Cornell Univ. footballer, at the CBI Cent of Progress, etc., etc.

Show-waxing has planned references to the other broadcast as well as displays of the cigarette advertised by 'em.

Taking the Initiative

Dubuque, Ia. WKBB is not waiting for time requests and has been gaining a great deal of good will with various organizations and associations through keeping tab on meetings of other than local interest. When these do come up and are clipped by the station either a personal contact is made, or letters sent out to the effect that there is a certain time, usually dawn hour periods, available for one putting on a program.

If the organization has more of

Anti-Pest Clause

Like all good scripts, the new WOR series, **bug** contract closes with a punch. Tag clause on the ticket obliges actors to agree not to bring "relatives or friends" with them to any performance.

the time, the program director or member of the staff usually assists, where possible, in dramatizing, or making the announcement, program, or whatever it is, as direct as possible.

Radio Kappa Lambda Full

Lancaster, Pa. Relying on radio to give the most practical demonstration of its work with the poor and the needy and to bring in the bulk of its revenue, the Water Street Rescue Mission, which conducts again with WGAL for Cunday broadcast from the mission chapel.

Operated as a commercial show, the program is conducted by J. A. Dougherty, the mission's leader, and also the complete Sunday afternoon service from the mission chapel.

The series, which was widely followed last year, are very similar to those of the old New York Bowery Mission, and hold a strong appeal for people not even closely associated with the work.

During the program an appeal for money to continue the mission, which is the city's only independent charity, is broadcast.

Goody-Goody Club

WENX adding child psychology to its program is conducting a new commercial sponsored by furniture house in district. Known by the old moniker of **Carrie Lillie's Goody-Goody Club** which makes effort to correct bad habits by radio.

On twice weekly direct from the various stores of the company which have been equipped with special broadcasting facilities. New talent also encouraged through this program, though station plugs the educational angle mostly.

S.S.B. Dramatics

Baltimore. WFBZ is giving a 15-min. slot weekly to members of the Balto Better Business Bureau, which the organization might enlighten the public upon various fraudulent practices and rackets that are circulating round the town currently.

For casts are in dramatic form, the station staff having been placed at disposal of the Bureau in building playlets that will more forcibly impress radio listeners.

Ad Club Builder-Uppur

San Antonio. Demonstration argument on why radio should get a big chunk of food products advertising was staged by Gene Roth, manager of KONO, San Antonio, before local advertising club. H. L. Stebbins, an account executive, followed with survey figures to show there are 44,000 receiving sets in 29 Southwest Texas counties.

One of the dailies reported the meeting in full with plot plastered in the head and throughout the story. Ad club in a sacred cow with the particular shot.

Real Estate Ad.

Portland, Ore. From Vancouver, Wash., comes an outstanding example of a new co-operation between landlord and tenant. Mrs. R. E. Schofield, prominent property owner who erects buildings for firms moving to start city and sewer work, the new building, has contracted with KOIN, Portland, for three 15-minute broadcasts weekly to advertise the building and its tenants.

Still Hunts Name

Portland, Ore. The fantastic serial which Rocket Gasling is presenting on a week over KOIN still remains a mystery so far as its official title is concerned. The sponsor has offered \$100 in cash for the best title submitted by listeners.

Story tells of experiences and thrilling adventures of Dr. Rutherford, a scientist-inventor, and three of his friends who went to the moon via rockets of Dr. Rutherford's invention. There they find a strange race of people who came to the moon long ago and who are planning to conquer the earth. The serial has been already submitted and the audience interest in the story is increasing.

Book Fans' Openings

Chicago. Opening its second season on the air with the "book" theme, WCAW broadcast three mornings weekly from NBC's Chicago studios over a string of stations in the East, Midwest and Mountain sections, the Yeast Book Club, a group of Milwaukee is asking listeners for word on their entertainment likes and dislikes and for suggestions as to improvement of the program.

Book club includes **Phil Porterfield**, **Irma Olsen**, organizer, and

Earl Lawrence, pianist, with **Everett Mitchell** as announcer.

Wandering Out Loud

Des Moines. KFO has a variation of the man in the street microphone stunt. Instead of sticking the sound-box in front of passers-by and asking questions, Al Truett, program director, in this variation plants himself with his mike at a point of vantage and observes the crowds on the hoof.

This is to bring a report of what's going on in the heart of Des Moines. Speculation as to what folks are up to, where they are from, where they work, and the usual sort of half-serious, half-whimsical wonderment indulged in by Poe and O. Henry is resorted to.

Only a week old, program has attracted some attention because of its novelty.

Local Air Drama

Cedar Rapids, Ia. Community players inaugurated the WRAL "low" series of town players' drama series at the station with the presentation of Iowa's best play for 1934, "Murder in the Town Square," written by Mrs. Don Hase, Grand Rapids. A number of out of town groups will appear from time to time, in the university's 1934-35 drama series.

School Audiences

Seattle. With one or more radios installed in every school in the state, 254,000 school children and hundreds of members of Parent-Teachers Associations heard a state-wide education broadcast from KJR recently.

Hour's program featured talks by the state school superintendent, by Governor Clarence D. Martin and by assorted school kids. A high school band of 45 and a choir of 70 made music. Wires connected the broadcast with KGA, Spokane, for half an hour.

Radio retail stores throughout Washington co-operated by loaning receiving sets to those schools without them.

Honor Oldest Sponsor

Seattle. Honoring Schwabacher Bros. firm in the celebration of its 55th anniversary, KOMO-KJR gave the pioneer Seattle business company, which is also the oldest business account on KOMO, a surprise program last week—and all gratis.

City pioneers and leading lights were called upon to speak on the half-hour. The program studio furnished the talent, which included the concert orchestra from the regular Schwabacher program. The firm is the oldest grocery establishment in the state of Washington.

For Jugoslavs

New York. WMCA broadcast 45 minutes of a special memorial mass held in the Russian Orthodox Cathedral here for the assassinated king of Yugoslavia, Royal Consulate of that country arranged the ceremonies and every consul in New York attended. United States army and navy and state of New York sent emissaries.

ABS network carried program, which is of special interest in Buffalo, Detroit and Chicago, where the largest number of the nation's alkies are located. Frank Hennings and Fred Coll cooked up the tie-up for WMCA and the web.

Program was short-waved to Europe.

Cash Prizes Help

New York. Batsophary push of Columbia Ten products resulted from recent contest staged over station WPAW, New York. In addition to the main cash awards which were presented, every one entering the contest received free samples of the ten. Over 5,000 letters were submitted in the campaign which extended over a period of three weeks.

Strapper idea was also utilized by another promotional stunt in the same vein later on in the winter.

Stations Share Police

Omaha. Station WAAW took advantage of the opportunity to let itself in on what is proving an extremely popular broadcast period, the many police court broadcasts. They were started by KOIL and then extended to its sister stations KFOR and KFAH in Lincoln—all three being owned and operated by the Union Holding Company.

Officials agreed to the set-up in the interest of traffic safety and also as a means of making the listener familiar with the traffic regulations. Under such a set-up there is no monopoly allowed, and WAAW takes the court from 9:45 to 10 while KFAH takes it from 10:15 to 11 with exception of a five minute break broadcast in the middle of the period. No announcer is on duty except at the studio switchboard. The idea was simply to get the makes of the judges and what they will get on the air.

WIN's Safety Show

New York. Police Commissioner Lewis J. Valentine encourages WIN's in its Junior Safety contest which is seven months ago as an auxiliary of the New York Police department.

Program makes a ten-strike in appealing to the younger generation in safety contest which is one of the department's major concerns. In the past the department has carried its safety program through the medium of posters and interest of the school teachers.

Program formed and produced by Earl Harper of the station presents a character known as Inspector Bob who represents the police. He out-louds the safety work, tells stories of heroism in the line of duty and relates other incidents which will appeal to the kids' imagination.

At present there are over 16,000 members on the list. A public ceremony is planned soon to take place in Central Park at which time all those receiving higher rank will have it inscribed in full public view. A similar ceremony was conducted last spring. The program comes over WIN's every Saturday at 11:15 a.m.

Pans Meet Artists

Seattle. A "fellowship dinner" for listeners and entertainers of KOMO's "Morning Reveries" program was held recently in a local church.

A fair was in celebration of the first anniversary of the daily devotional program and was arranged to give listeners an opportunity to meet in person the pastors and singers who were on the program.

Newspaper Builder-Uppur

Cedar Rapids. KWCN is promoting Des Moines Sunday Register circulation by a "Parade of Features" dramatizing conditions behind a state-wide newspaper. Cast portrays in dialogue excerpts from human interest stories to point where curiosity is aroused. Sales announcement then worked in urging audience to purchase Sunday paper to follow story to conclusion.

Although cast changes weekly, **Red**, **Conductor**, **Delores** and **Annie Laura Davidson**, all versatile amateurs, figure in majority of leading roles. Other Register and Tribune stations, KFO, Des Moines, and WMT, Waterloo, doing likewise.

Good Samaritan Stunt

Charlotte, N. C. Good Samaritan merchandising program over WSOB has closed on WSOB after such success that the station is organizing another campaign along similar lines to be known as "Golden Opportunity" campaign. The talent is yet to be selected.

Program used 20 co-operating advertising organizations enter the campaign and select votes for the awarding of \$1,000 in prizes. Participating merchants use such things as bottle tops, sales slips, (the contest empty packages) and the like for the votes. A total of 32 church and welfare organizations participated in the last event.

Kicking Word Around

Seattle. By order of E. G. Fisher, general manager of KIRO and KJLH, the much overworked catchword, "hash," is banned for use in any sustaining or commercial continuity on both stations, except for Press-Radio Bureau news of outstanding importance.

Idea is to have "hash" mean something, and when one comes in, and something commercial program on either station will be interrupted for giving the news.

KOMO - KJR news staff numbers five now with the recent addition of F. L. "Tubby" Temples.

Race for Culture

Charlotte, N. C. WBT pulled a fast one on its competition and the press last week when Hans Kindler, cellist and orchestra leader, called on Carolina Philharmonic Orchestra to Philadelphia to play a concert. Scribes and radio men were competing to get the first interview with Kindler and his orchestra. Director, Charles Crutchfield, discovered that the orchestra would arrive first and that Kindler would come in late and go direct to the rehearsal hall. Working on these facts, Crutchfield set up equipment and microphones in the auditorium for the purpose of getting a "set-up" but also also directing Kindler to be installed with instructions for WBT master, control to switch to the auditorium in a hurry if he called.

Crutchfield's hunch worked perfectly. Kindler came first to the auditorium and immediately he, Crutchfield, signaled master control and within three minutes Mr. Kindler's glorious first full orchestra interview. The interview was further enhanced by the unusual background of the great symphony tuning up and rehearsal, which lent a colorful background to the interview.

New Business

ROCHESTER, N. Y.

L. E. Forness & Sons, phonos and odds, amate transcription, Mondays, 15 minutes at 1:30 p.m. for 26 weeks. Placed locally. **WHBC**.

Judge Motors, Ford auto, studio program, Sundays, half hour at 5 p.m. for 13 weeks. Placed locally. **WHBC**.

Pure Quill, gasoline, studio music, Fridays half hour at 9 p.m., 13 weeks. Placed locally. **WHBC**.

Tide, Water, gas and oil, patter and music, half hour daily at 8 a.m., three months. **WHBC**.

Kramer Studio, dancing, child entertainers, Wednesdays for 15 minutes at 5:45 p.m. for 13 weeks. Placed locally. **WHBC**.

Blanchard Company, storage and moving, studio program, Wednesdays for 15 minutes at 5:45 p.m., three months. Placed locally. **WHBC**.

Gus & Electric Corporation, service, studio music for 15 minutes Fridays at 7:15 p.m., 13 weeks. Placed locally. **WHBC**.

Wells and Fisher, furniture, drama and music transcription for 15 minutes, Thursdays at 8:30 p.m., 13 weeks. Placed locally. **WHBC**.

A. S. Boyle Co., floor wax and nose drops, music, Layton Dan, one hour, Sundays at 2 p.m., 13 weeks. **WHBC**.

General Daking Co., bread, Julia Sanderson and Frank Crumit, half

hour Sundays at 5:30 p.m. for three months. **WHBC**.

Vick Chemical Co., products, music, half hour Sundays at 5 p.m., 13 weeks. **WHBC**.

Health Products Corp., Foot-a-Mint, music, half hour at 4 p.m., Sundays, 13 weeks. **WHBC**.

Ford Motor Co., auto, music, Sundays for one hour at 8 p.m. for 13 weeks. **WHBC**.

Gulf Refining Co., gasoline, Will Rogers, half hour, Sundays at 8:30 p.m., for 13 weeks. **WHBC**.

SAN ANTONIO

Riverside Gardens, renewal of 52-time nightly pick-up from nine spot, 15 minutes nightly. Placed direct. **KABC**.

Moan's Liniment, 26 electrical transcriptions for 26 half hours. Cecil Warwick & Cecil. **WOAI**.

Merzette Productions Co., 13 spot announcements. Johnston Adv. Co., Dallas. **WOAI**.

SALEM, OREGON

Pay N' Take Stores, announcement service, daily, one month. **KSLM**.

Merchants City Delivery, announcement service, daily, three months. **KSLM**.

Reggie Best Store, announcement service, two times weekly, one month. **KSLM**.

Parsonian Cleaners, 15 minute musical program, daily, three months. **KSLM**.

Bishops Clothing Company, 15 minute program, daily, one month. **KSLM**.

Willard Battery Service, 15 minute musical program, daily, one month. **KSLM**.

Hogg Brothers Furniture Company, 30 minute program, weekly, two months. **KSLM**.

Men's Shop, announcement service, daily, one month. **KSLM**.

Wills Music Agency, announcement service, daily, one month. **KSLM**.

Takio Suki Yaki House, 15 minute musical program, daily, one month. **KSLM**.

Parlier Dental Clinic, 15 minute musical program, daily, three months. **KSLM**.

PEORIA, ILLINOIS

Cryslar, Nov. 6 to April 30, 15 Dec Savage electric transcriptions, Tuesday, Dillon-Kirk Agency. **WMHD**.

Jones Soap Co., 15 minute announcements, Oct. 1 to Dec. 29, twice daily, Protes song, Magic waltz, R. J. Fritz Co. Agency. **WMHD**.

Purina Mills, 26 spot announcements, Oct. 8 to Dec. 6, three a week. Gardner Advertising Co. **WMHD**.

Scott Paper Co., six spot announcements on "Goodtime" Oct. 15 to 27. J. Walter Thompson Agency. **WMHD**.

Bunde Brothers, "Tango" candy bar, 30 announcements, four a week, Oct. 8, Dec. 1, Jan. 7, March 30. Fred A. Robbins Agency. **WMHD**.

United Drug Co., five 15-minute program, electrical transcriptions, Oct. 16-20. Spot Broadcasting Co., Inc. **WMHD**.

JACKSON, MICH.

Gulf Gasoline, local distributor, three announcements daily, 13 weeks. Direct. **WIBM**.

Dixie Gasoline, Jackson Oil Co., three announcements daily, 13 weeks. Direct. **WIBM**.

Yellow Cab Co., three announcements daily, three weeks. Direct. **WIBM**.

Chapman Brothers (Dept. Store), three announcements daily, two weeks. Direct. **WIBM**.

J. O. Gilbert Candy Co., three announcements daily, 13 weeks. Direct. **WIBM**.

Ridgell-Wilcox Co. (coal), two announcements daily, indefinite. Direct. **WIBM**.

Chickadee Clothing Co. (Jiffy Shop), three announcements daily, six weeks. Direct. **WIBM**.

Cuprice Foods, Inc. (malted goods milk), six half-hour programs, 18 announcements weekly, 13 weeks. Direct. **WIBM**.

Med-Aid, Inc. (Detroit) (bondage), three announcements daily, three months. Direct. **WIBM**.

Preter & Gumble (Dreft), two announcements daily, 80 days, renewal. Through H. W. Kastor & Co., Chicago. **WIBM**.

Dicker & Docksey Co. (jewelry), four time signals daily, indefinite. Direct. **WIBM**.

Miller Dog Food Co., Battle Creek.

one announcement daily, 10 weeks. Direct. **WIBM**.

Phillips Petroleum Co. (Phillips 66 gasoline), three announcements daily, 18 weeks, renewal, local distributor. **WIBM**.

Trotter News (newspaper), four announcements weekly, three weeks. Through **WXYZ**. **WIBM**.

Gold Shape (women's apparel), nine announcements weekly, 13 weeks. Direct. **WIBM**.

White Rose Greeting Co., 34 announcements, through local distributor. **WIBM**.

Minneapolis Honeywell Co. (heat registers), 34 announcements, through local agent. **WIBM**.

Hudson Terraplane, 26 announcements, through local dealer. **WIBM**.

Alston Kent Co. (radio), daily announcement, six weeks. Through **WXYZ**. **WIBM**.

Dodge Motor Co. (Dodge cars), daily announcement, indefinite. Through **WXYZ**. **WIBM**.

Flint Hill Brewing Co. (Pint Hill Beer), daily announcement, one month. Through **WXYZ**. **WIBM**.

Scars-Rose (clothing), four announcements daily, 10 days, local store. **WIBM**.

People's Clothing Co. (family clothes), six announcements, six weeks. Direct. **WIBM**.

Post River Shoe Co. (Post Rivers), 26 transcribed announcements, co-operated with local dealer. Direct. **WIBM**.

Gondrick-Sitterworth, Inc. (tires, service), three quarter hour studio shows weekly, indefinitely. Direct. **WIBM**.

Marline Shop (women's apparel), three quarter hour shows weekly, studio, six weeks. Direct. **WIBM**.

Ree Motor Co. (Ree automobiles), two announcements daily, one week. Through **WJIM**. **WIBM**.

Grinnell Music Co. (musical supplies), daily announcement, indefinite. **WIBM**.

Levis Studio (photograph), 36 announcements, Direct. **WIBM**.

Montgomery Ward & Co. (local), 15 announcements, Direct. **WIBM**.

Four & Four Bros. (recliner), one half hour daily, indefinite. Direct. **WIBM**.

Consumer Power Co. (utility), two and one-half hour weekly, football game. Direct. **WIBM**.

NEWARK, N. J.

United Drug Co., five quarter-hour recordings, "Magic hour", five consecutive days starting Oct. 30. Street & Pinney. **WOR**.

Carter Medicine Co. (Carter's Liver Pills), 65 weeks, starting Oct. 15, three five-minute recordings a week. Street & Pinney. **WOR**.

Samuel Schlossman & Sons, four weeks, seven 15-minute programs a week, on "Singer's band". **WNEW**.

Adam Hat Store, Inc., 12 weeks, one hour program Monday nights. **WNEW**.

OMAHA, NEBRASKA

Commercial Extension University, five minutes, Mondays, Wednesdays, Fridays, Oct. 8 to Nov. 5. **WAAW**.

John Opitz, Ford dealer; Store Drawing Co. and Dorman Bath, all renewed Sept. contracts through Oct. **WAAW**.

Marvo Products Co., Aug. cleaner, announcement daily except Sunday from Oct. 4 for one month. **WAAW**.

Ideal Bathing Co., announcement daily except Sunday from Oct. 6 for one month. **WAAW**.

Union Outfitting Co., increased time from 45 minutes morning period to one-half hour afternoon period, daily. **WAAW**.

Brandeis Store, department store, 48 announcements between Oct. 6 and Nov. 5. **WAAW**.

Marion Suit Co., announcement daily for three months from Nov. 1. Through Wade Advertising Co. of Chicago. **WAAW**.

SAN JUAN, P. R.

Lentheric, Inc. of New York and Paris (cosmetics), 13 weeks, "Musical Legends of Lentheric" with Don Rivera's orchestra, Through Conquest Alliance Co. **WKAQ**.

Plough, Inc., 13 weeks, dramatic show, "El Hombre que Sabia". Through Conquest Alliance Co. **WKAQ**.

BOSTON

Household Finance Corp. of Mass., 365 time signals, daily including Sunday, renewal for 40 consecutive years, effective Oct. 15. Through Charles Daniel Frey, Chicago. **WNAC**.

Coca-Cola Bottling Co., 25 15-minute programs, Mondays, Wednesdays, Fridays, beginning Oct. 15. Through Inselluch Adv. Serv. N. Y. **WNAC**.

Nightclub Voices, 13 half-hour programs, Saturdays, starting Oct. 20. Through Harry M. Frost, Boston. **WAAR**.

Thomas System, 515 15-word cut-ins, three daily including Sundays, starting Oct. 15. Through Harry M. Frost. **WAAR**.

PHILADELPHIA

Rep Auto Supplies, two 10-minute music weekly featuring Rodgers Hollingshead, "Travlers' orch.", Four Showman Quartet and Jean Shaw, starts Oct. 28, expires Jan. 18. Robert M. Clutch Co. **WCAU**.

Craig House, "Footloose", one minute transcriptions, three weekly, expires Nov. 8. Spot Broadcasting. **WCAU**.

Philadelphia Betting Co., 15-min-

ute Saturdays from 7-7:15 p.m., with Horace Gurlick's orchestra in Jan. 18. Carroll, Dean and Murphy, Inc. **WCAU**.

Conti Castle Products, five minute discs, three weekly until Jan. 13th. Placed by World Broadcasting. **WCAU**.

Norwich Pharmacal Company, daily one-minute transcriptions, expiring Nov. 17. Lawrence Gumbiner Agency. **WCAU**.

Coleman Lamp and Store Company, 26 electrical transcriptions, running daily, starts Oct. 24. Hutchcraft and Hyatt. **WCAU**.

Sharpless Ice Cream, spot announcements beginning Oct. 22. Placed direct. **WPI**.

Dr. Madis (dentist), 15-minute sketch, "The General Store", placed for 52 weeks. Felgenbaum Agency. **WPI**.

Dr. J. Kane, spot announcements daily for four weeks. Placed direct. **WIDAR**.

Mike the Tailor, daily announcements for six weeks. Direct. **WIDAR**.

Joseph Scervino, 30-minute Italian program, placed for 13 weeks. Direct. **WIDAR**.

Wilkinson, Inc., four spot announcements daily for one week to week contract. Placed direct. **WIDAR**.

Curran Theater, 10-minute musical program daily except Sunday. Placed direct. **WIDAR**.

Grand Rag Chorus Co., one spot announcement daily for indefinite period. Placed direct. **WIDAR**.

SEATTLE

Gilmore Oil, three five-minute spots. Walter Biddlek Agency. **KOL**.

People's Bank & Trust Co., series of 26 half-hour dramatic programs, one each Sunday evening; started Sept. 7. Potoford-Constantine. **KOL**.

Moore Glue Chemicals, two 100-word during Fomine Fancies program on Oct. 9 and 23. Knoll Brischler Agency. **KOL**.

Crazy Wells Water Co., series of 104 five-minute discs. **KOL**.

Chicago, Milwaukee & St. Paul Railway, series of 12 announcements between Oct. 1 and 29. **KOL**.

Paramount theatre, sponsorship of "Carnival Hour", noon to 1 p.m., from stage, one day per week. **KOL**.

J. J. Free & Co., daily announcement in "Classified Period", for two weeks. **KOL**.

R. J. Goodrich Co., six announcements during each of nine football broadcasts. Huthrauff & Ryan. **KOL**.

Scott Paper Co., 21 spot per week for two weeks. J. Walter Thompson. **KOL**.

Bender & Kshatad, twenty announcements during football game broadcasts. Walter Agency. **KOL**.

Craig Martin, "Toompaste" Co., 12 one-minute discs, between Oct. 15 and Nov. 9. Street & Pinney. **KOMO**.

Pine Storage, Ltd., one announcement per week for two weeks. **KOMO**.

People Electric Co., one announcement per week for 13 weeks. Walter Agency. **KOMO**.

Chrysler Motor Co., 12 announcements on KOMO and 10 on KJR between Oct. 15 and 20. Campbell-Ewald.

Gardner Naracy, four five-minute discs, Oct. 12-16. **KJR**.

Red Cedar Shingle Co., quarter-hour "renewing campaign" program on Oct. 17. Mary Penland Agency. **KJR**.

PITTSBURGH

Philadelphia Co., renewal of Utility Hall 15-minute programs for 75 weeks. Placed by Equitable Sales Co. **KDKA**.

Frederon Oil Works, weather reports daily for 13 weeks. Placed by Albert P. Hill Co. **KDKA**.

Victor Brewing Co., football score periods, quarter-hour for 10 times. Placed by Fam Advertising Agency. **KDKA**.

Reiter Light-Better Night Council, renewal of 12 quarter-hour organ and voice programs. Placed by BHIX. **KDKA**.

Flourishing Oil Corp., 13 quarter-hour programs with Al and Fred. Placed by McCann-Erickson. **KDKA**.

Carleton and Hovey, daily temperature reports for 26 weeks. Placed by John W. Queen. **KDKA**.

DENVER

Deater Dry Goods Co., 26 one-minute announcements. **KLS**.

Franked Food, 36 one-minute announcements. **KLS**.

Refinery Stars, 40 announcements. Placed by Thomas Adv. Agency. **KLS**.

Republic Drug Co., 40 announcements and 26 quarter-hour programs. **KLS**.

Martins Washington Candy Stores, 26 announcements and 26 quarter-hour programs. **KLS**.

Quilling, 15 minutes, one year, daily. **KLS**.

Keris Jewelry Co., one 50-word daily announcement, three months. **KLS**.

McMurry Manufacturing Co., quarter-hour Sunday nights, indefinite. **KLS**.

McBeehan Stores, 100 announcements, daily, six months. **KLS**.

Pure Gold Brand, two daily announcements, six months. **KLS**.

Union Renovating Co., 86 announcements. **KLS**.

Rainbow Ballroom, half-hour, six nights weekly, indefinite. **KLS**.

Club Lulu, half-hour, six nights a week, indefinite. **KLS**.

Denver Dry Goods Co., 11 one-minute announcements. **KOA**.

Wedding-Rite Co., daily transcrip-

ture announcements, 30 weeks. **KOA**.

Golden Rule Dry Goods Co., six announcements daily, one month. **KOA**.

McMurry Mfg. Co., 26 half-hour programs. **KOA**.

Blanchard-Tropier Co., 26 quarter-hour programs. **KOA**.

Reed-Murdoch Co., time signals, four daily, 13 weeks. **KOA**.

Booth Fisheries, 13 quarter-hour transcriptions. **KOA**.

Comfort Mfg. Co., 12 one-minute transcriptions. **KOA**.

Refinery Stars, six one-minute announcements. **KOA**.

Crazy Water Crystals, 50 quarter-hour transcriptions. **KOA**.

Heat Foods, 20 quarter-hour transcriptions. **KOA**.

WINSTON-SALEM, N. C.

Pfeiff's, Inc., renewal of daily announcement for one month. Placed locally. **WJSL**.

Southern Public Utilities Company, daily announcement for one month. Placed locally. **WJSL**.

Pollock's Shoe Store, daily announcement for one month. Placed locally. **WJSL**.

Quality Bakeries, Bell Bond Song, 45-minute program, three times each week for three months. Placed locally. **WJSL**.

Morris-Early Company, 15-minute program twice each week for 13 weeks. Placed locally. **WJSL**.

Scars-Rose (clothing), daily announcement. (Continued on page 51)

ROY FOX
AND HIS
BAND
ON TOUR
B.B.C. NETWORK

ARE
LYMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST

WJBC—Tuesday, 6:00 to 6 P.M., DZJ
(Phillips Deotie)

WJBC—Friday, 9 to 10 P.M., DZJ
(Phillips Mills)

GRACE
BARRIE
HELD OVER
CASINO DE PAREE

Radio Direction
HERMAN BERNIE
1919 Broadway, New York

MILLS and PARKER
Radio's New Comedy Find
Radio Management
MARTIN GOSCH

VIVIAN JANIS
"SHOELESS POLLOCK"
CHICK
Radio Direction
HERMAN BERNIE
1919 Broadway
New York City

ADIA
KUZNETZOFF
—Gypsy Rasse—
QUEST ARTIST
BEN BERNIE'S PADST BLUE RIBBON PROGRAM
Tuesday, Oct. 23 **WEAF—9-9:30 P.M.**
Management **HERMAN BERNIE**, 1919 Broadway, New York

COLUMBIA BROADCASTING SYSTEM
Presents
MARK TARNOW
"MUSICAL DIRECTOR"
BORDEN'S
45 MINUTES
HOLLYWOOD
Thursday Nights
at Ten, EST
C-S NETWORK
Managed Exclusively by
Columbia Broadcasting System

Columbia Broadcasting System
Presents
THOMAS "FATS" WALLER
"Radio's Harmful Little Aunt"
Comedian, Pianist, Character
Musician
On Entire Columbia Network
8 TIMES WEEKLY
Hear New Victor Recordings
Direction
PHIL PONCE

JACK
DENNY
AND HIS ORCHESTRA
Concerts OH
Wed., 10:30 P.M.
WJZ

fred allen's
"TOWN HALL TONIGHT!"
OR
HOUSE OF SMILES
with
PORTLAND HOFFA
Music Master
LONEL STANBER
JOHN DROPS
WILSON FOSTER
EILEEN DOLAN
Material by Fred Allen and
Harrisburg
Management, Walter Batchelor
Washington
8-10 P.M. EST. WEAF

HEATHERTON
Broadcasting
Mondays and Wednesdays 11 A.M.
Radio-Regina, WJZ-300
Broadcasting NBC Artists Bureau

WLS Sending Coaches to Villages To Direct Home Talent Shows

Chicago, Oct. 22

Home talent shows have been meting the Prairie Farmer station with a double profit in cash value and in good will in the villages they play. The idea has been to supplement time not of value for the regular home shows in the small towns that can't afford one of the station's professional shows. System has a setup of directors under Arthur MacMurray as chief who go out to the communities and coach the local talent. The shows are put into school house, army or community building and sponsored by a local organization. Station gives in on a percentage basis with the organization. The talent being free the organizations have been making profits on the set up. Towns haven't have been through Illinois, Indiana, Wisconsin and Michigan, with dates at present, approximately: (Ph. D.) coach.

Station went into the idea some months ago for good will and business after a checkup that it has helped to develop community talent. In the West and Midwest sections where many of the towns are so small that variety or seldom do the inhabitants get a glimpse of stage shows it has already won and a tendency in that line.

SHRINE WANTS RADIO

St. Anne de Bohemians Plans to Build Transmitter

Quebec, Oct. 22

High-massachusetts administrator of the shrine of Saint Anne de Bohemians contemplates establishing a broadcasting station at the great shrine now that the new and elaborate building is almost completed. Rev. Joseph Neron, editor of the *Annuaire* magazine, published at the shrine is in charge of the broadcasting project.

Recently the Roman Catholics purchased time for several days on various Canadian stations, for broadcasting instructions, sermons and news of the shrine in English and French.

Financing of the proposed station is the major problem to overcome and it is expected that this will be accomplished the same way the magnificent building was built, by a large volume of small donations from hundreds of thousands of people in Canada and the U. S.

A tower of the building would be used.

'One Man's Family' Gets Kentucky Winners Acct.

Kentucky Winners Cigarette has taken 'One Man's Family' serial which originated from the NBC San Francisco station for a run of 25 weeks, starting Nov. 7. This makes the first commercial theatrical show of license for the dramatic show in its three consecutive years on the air. Serial has done duty for *Woman On the Street* coast.

Eventually the program will be carried over every one of the NBC supplementaries. Initial broadcast will backup the basic red (WCAZ) link with the southeast and south-central supplementaries. Pacific and mountain groups will be applied in Feb. 6 with the southwest and northwest groups following as soon as they are available.

Five to develop on Family the account based on other auditions staged by NBC. One consisted of Leanne Haylen, Tim Ryan and Irene Hubert, the Modern (Chad and Jack) Koford, sports writer, who advised for James Newman. Other affair was all musical and was framed around a songwriting trip consisting of Ira Gerbwin, Y. F. Harkavy and Harold Arlen.

NBC framing continental hour and has Del Camps down for an audition. All foreign artists to be included in array.

Eddie Peabody is the latest single to form his own band. Will be ready within two weeks.

1034 Tad Story

Philadelphia, Oct. 22

Favorite stunt of Tad Blanton, WDAR Irish announcer of the Four Provincias show to learn the habits of his listeners led to a humorous situation last week. Blanton learned that a certain correspondent of the Emerald Isle was wont to listen to this program in the kitchen with his stick-legged feet propped on the table suspenders suspending and shirt off.

Blanton's announcement was a melody of roars to be played for Mr. — who is listening in his shirt sleeves and with feet propped up on the table.

The old girl who was at the radio as usual fell over backwards, yelled to her daughter 'My Mary give me shirt'. This guy ran me too.

54 STUDENTS ENROLL FOR RADIO COURSE

Under Rapids, Oct. 22

Eighteen students living outside Des Moines have signed for Drake university's new school of radio to be started in Des Moines. In all, 54 students comprise the class. Those not living in Des Moines are given special lessons.

Regular Drake students now getting training in broadcasting are also installed in basement of observatory of music practice broadcast are made daily. Phone call for broadcasts soon over stations KBO and WOI. WOI, both of Des Moines. Continually writing, voice control and mike technique are regular features of class work. Edmund Barrett is directing.

Julius Verne Allen, cowboy singer, has returned to San Antonio after a seven-month sojourn singing opera for NBC in the north and will resume with WOAI. He is actually a one-time ranch puncher.

Ruthrauff-Ryan Agency Pilots Fourth Largest Group of Web Shows

With the establishment of its program production department the first time the Ruthrauff-Ryan agency has Edward Dunham, formerly of NRC, heading its staff of producers. Allied with Dunham are Nita Tullis, Martin Nevels, Charles Andrews and James H. Merton. Kirk leads the staff of writers of the radio department. Perry Ryan is executive director. Agency formed its program producing department.

With the appointment of the Merna family for Kentucky W. M. Merna, eighth, Ruthrauff-Ryan is now in a tight network showing a fourth ranking as it has for of will prove one among New York agencies. Other network stations piloted by R. & R. are The Shadow and Edgar's Investigator (Blue Collar) Jack Horner and Mystery (Curt) W. H. Warner. Webmaster Jack Smith directed Yeats and Lane and screen (Gaillette) Bladen. Agency also rates as doing the largest amount of spot booking in the industry. Elizabeth Black heads the latter phase of the agency's business.

Protests Halt WLR

Toledo, O., Oct. 22

Work on building a studio by station WLR, Hanoverville, O., which had permission of the federal communications commission to move to Toledo, has been interrupted and is awaiting verdict of a hearing in a protest from WRRH, Anderson, Ind. A station in Lansing, Mich., also protested.

In the meantime a local group calling itself the Community Broadcasting Co. has filed application with the commission to establish a new station. The application asks for a 100-watt station on 1280 kilocycles. The new group is headed by Frank Hume, county promoter.

CBS Survey of Four Programs Shows Chest'd Leads in High-Income Homes

New WCFL Tower

Chicago, Oct. 22

Chc's labor station, WCFL, is building a single mast high high efficiency antenna at Downers Grove, similar to the one WJW has in Cincinnati. Engineers figure that type to be about 65% more efficient.

Cost is \$75,000 and to be ready about Dec. 15.

Under assignment from CBS in Daniel March, consultant in commercial research, took four of the week sponsored shows and set out to ascertain what percentage of the various income brackets had actually been reached by these shows. Results of Mr. March's find are contained in a brochure 'Kare and Income' which the network will distribute among agencies and advertisers within the coming week.

Four programs were chosen, which queries were asked was the March of Time, the Chevrolet commercial series, Phil's 2 Minute Tattle and Fletcher's Cartoon. A report published in the *Chicago Tribune* by Frances M. Smith of WFLD, 'and how to reach a high income audience' is the special report. It is estimated in each of the four programs that 100,000 people were reached. However, returned to the 200,000 people in the March of Time.

March of Time, which is the most expensive of the four, reached 100,000 people and is estimated to be the most effective in reaching the high income audience.

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KATE SMITH

wabe

columbia broadcasting system . . .

wednesday 3-4 P. M.

friday 10:30-11 P. M.

coast-to-coast

Management TED COLLINS

WJJD WIND Chicago Gary

Announce Their Affiliation with

American Broadcasting System

The advertising value of each of these two stations is best indicated by the fact that spot national business for the month of October, 1934, is running more than 200 percent ahead of the same month last year.

Ralph L. Atlass

COMMERCIALS

WEEK OF OCT 23

Two Departmental Rate sponsored programs on both sides are arranged alphabetically under the advertiser's name. All time is in p.m. unless otherwise noted. Where no advertiser is listed or where programs they are listed collectively, an asterisk before name indicates advertising agency handling or credit.

Abbreviations: Su (Sunday), M (Monday), Tu (Tuesday), W (Wednesday), Th (Thursday), F (Friday), S (Saturday).

10:00 PM
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00

10:00 PM
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00

CHARLES PREVIN
Conductor
REAL SILK'S
SILKEN STRING CONCERT
R.S.C. SUNDAYS
6:30 P.M. - 8:00 P.M. PT
10:30-11:00 P.M.

Tommy "Cool" MACK
COLUMBIA'S
CREATIVE
COMIC
Sponsoring Studio in New York - Working on film
WITH SPECIAL GUEST
STYLYN TO COUNTRY
WILLIAM H. HALL
10:30-11:00 P.M.
10:30-11:00 P.M.

RAYMOND KNIGHT
A C. Spark Plug "Cuckoo"
Saturday, 10 P.M. - 11:00 P.M.
"WHEATONVILLE" WEAF
Hoboken
Singing in studio
Now Playing Three Seasons

EDDIE MILLER
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00

KEN AND HIS BANJO HARVEY
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00

EMERSON GILL
and ORCHESTRA
HOTEL WEBSTER HALL
DETROIT
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00

LOOK AT HIM! COLUMBIA NETWORK - MORE NIGHTS AT 9:30
JESSE BLOCK and SULLY
SUNDAY NIGHTS 9:30-10:00 P.M.

10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00

10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00

SIR JOHN REITH IS IN SOUTH AFRICA
I am now in South Africa...
LEON BELASCO
ARMOUR HOUR
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00
EDDIE PEABODY
The Instrumental Stylist
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00
LEITH STEVENS HARMONIES
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00
Jack and Loretta
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00
GEORGE GIVOT
THE GREEN AMBASSADOR
OF GOOD WILL
Every Tuesday 10:30-11 P.M.
Coca-Cola
Singing in studio
Now Playing Three Seasons
GIERSDORF SISTERS
10:00-10:15
10:15-10:30
10:30-10:45
10:45-11:00
11:00-11:15
11:15-11:30
11:30-11:45
11:45-12:00

Radio Chatter

Cuba

The podhoo on the stations with political programs was raised, but the cops continue to guard them, sitting in the studio.

Station CMW of Matanzas was destroyed by vandals who in the night got in with axes. Couldn't find the announcer, who was slated for a super-drama of castor oil.

All local stations have been given free all-day schedule, something like a clear channel, but the result is plenty of interference. There are actually 20 stations in Havana.

CMW broadcasting the Symphony Orchestra on Fridays.

COC, only shortwave here, setting a record in that Machado is installing powerful radio station in Santo Domingo to cover this island with his propaganda.

Rehearsing a Unifying program for the week. COC (shortwave) p. m. with the Havana Casino Orchestra and Rene Camarero as m.c. through station CMW. Signed 15 weeks.

No Sunday baseball broadcast on account of new laxity law.

Just three stations broadcast the world series this year. COC (shortwave) and CMW in chain and CMW, small local.

Western Union refused to sell his services account of Henry Ford buying broadcast rights.

New York

Francine Larrimore queuing over WINS on the Radio Voice of the Theater. Winston Thurst also going over this station as part of his political campaign.

Paul Shukman renewing with WINS for his 'Headline Flash-backs'.

Donald Novis and Richard Lebert getting together on an organ-vocal arrangement.

Arthur Groun, child psychologist, on Tuesdays over WMCA.

Marion Chase starts over WOR on Wednesday, Oct. 24.

Coward Shoo entertaining guests at a private party at city pier after his WOR broadcast.

Tony Walkman handled the WMAA airing of the arrival of the Pan American liner.

KGV, Pittsburgh, sending out music from the Hotel Schenley starting Sunday.

Brooks Temple, WHN announcer, New joining the list of new fathers.

Lillian Welch, actress, head of geographic department of World Broadcasting.

Freddie Rayfield of WHN has named the newest arrival Byron Raphael.

Arlon Woman's quartet now singing over WOL.

Charles Stein's music from Fox-Broadway goes over WOR starting Oct. 25.

Allen Courtney and Ray Saunders assisted by Julio Le Boe's orchestra handling the Canadian War Transfers account daily over WEVD.

Leola Lane queuing over the Rocky hour next week via CBS.

Robert Marriell, World Broadcasting sales, in New England on his.

R. K. Blintzel, station relations at World Broadcasting, trying his line in Cleveland this week.

WINS going in for contesting stage artists more than ever this year.

Michael Young's 'Radio Voice of the Theatre' on Mondays, Wednesdays, and Fridays has the following lined up for airing: J. C. Nugent, Max Radloff, Armand Tokatayan and Mr. and Mrs. Chas. Coburn, Francine Larrimore, head of WBNA, Bronx, carries El Torador, Cubanacan and Hungarian dance orchestra.

Jack Koford, sports writer on N. Y. Journal, has landed into the Kentucky Winner audition on short notice. Prepared his script within a half-hour. Recently made some short subjects, too. Rehearses Damon Runyon, who was originally down for the spot.

WGY's new crooner is now introduced as Beth Leidy rather than as Joan Darling; tag used on early broadcasts.

Old Man Sunshine has added stories and jokes, especially on army service, to the usual philosophy and poetry, for his breakfast hour shots over WGY. The army staff is served up as entertainment for the week.

Particularly for a group confined to the Sun Mount Hospital in Tipper Lake, N. Y.

Bob Williams of WGY's South Schenectady transmitter, slipped the ring on the finger of Alice Willard in a ceremony performed at Geneva, N. Y. At Kerpup, control room engineer in station's Albany studio, was best man.

John Barnes Wells, singer-composer, did his bit as a birthday song on 'Crosby's' morning broadcast from WEAF.

WINS Little Theatre in rehearsal and bowing on the Sunday after Thanksgiving. Produced

Thanks Just the Same

Cincinnati, Oct. 22.

WCKT, conducting a lost and found program for a dental sponsor, received a telephone request to discontinue broadcast announcements about a missing dog.

Barth Pettit, station operator, was informed dog had been returned by a deaf and dumb lady.

There will range from versions of the Ten short stories to major adaptations of 'Ben-Hur,' 'Last Days of Pompeii' and 'Enoch Arden.' Roland Broadway in charge.

Jack Pearl supposed to be back on the air by Nov. 1.

Juliet Novis, wife of Donald Novis, arrives after two months in Chicago.

Kate Smith and Ted Collins each lay out \$400 for new radios.

Ray Misters and King now over WLS.

Earl Harper handling the football games for WINS.

Irving Lehrer, George Evans, Dick Moore and Aron Lieberman all handling radio for the Lottman office.

Loa Karina, Finnish soprano, queuing on Planter's program Oct. 26 over WINA.

Merle Kendrick, arranger and conductor, at present auditioning.

Linda Carlson continuing in 'Life of Mary Mother.'

Three X Sisters have their air spots held open for them while out of town on appearances.

Volanda Lister, comedy conspirator, originals for the air.

Billy Barry on daily over WINS.

John Jones on the sick list.

Willa Grant heard out of Minneapolis now.

Sam Blake has left the Jay Fagan office and is going in for himself.

Gershwin giving impromptu shows after his Sunday night broadcasts.

Ohio

Club Seidel going on the air through KYW.

NBC furnishing entertainment for the Associated Press dinner at the Edgewater Beach hotel.

Wills Grant being told for Johnson Floor Wax ad.

Hal Burnett to Champaign for publicity on the Red Grange show.

Bob Kaufman crashed local debut with the KYW broadcast last night.

Ben Angel playing nurse to her sick pooch.

Dick Vynow out on the street hunting Dees' record.

Three agencies negotiating for the Henry Busse orch.

Homer Hogan staying away from football games because he gets too excited.

Quin Ryan back from Washington and the Senate meeting on radio.

Ohio

WJW, Akron, has new program Wednesday nights at 7 o'clock called 'The Atwater Players.' Polly Deal is directing, assisted by Edward Hinkle.

New Friday night 30-minute musical, 'Phantoms of the Future,' labeled 'Phantoms of the Future' and features fantastic adventure and romance ideas with the modernistic style.

Phyllis Crosey's WLW and WLW support entertainment for convention banquet of National Laundry Owners' Association in Cincinnati last week. Powwow attracted 1,000 delegates, and not one of 'em a Chinaman.

William G. Rioses, musical director for WLW, Cincinnati, going in for fencing.

Bill Gibson, brother of Minnesota's former all-American guard, George Gibson, is now making the football contests for KSTP, replacing Phil Beaton, who was killed by Don Becker, creator of Crosley's 'Notes in Business' series.

Talent of Crosley's WLW and WLW support entertainment for convention banquet of National Laundry Owners' Association in Cincinnati last week. Powwow attracted 1,000 delegates, and not one of 'em a Chinaman.

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and recently with ABS in Gotham, is the latest addition to KSTP's staff of announcers.

Drama festival, which starts Oct. 23 and runs for six weeks at the Minneapolis Shubert, is going strong for radio time. Festival, which means nightly runs of a different weekly play for six weeks, has bought time on stations WCCO, KSTP and WTCN.

Al Sheehan has lined up the University of Michigan 116-piece band to broadcast over WCCO when the gold team comes to battle it out with the Gophers.

KSTP now has five announcers, each assigned to certain programs, but one acting mainly as relief, since each of 'em got one day off every week.

Jack Ortelio is now announcing Hollywood Happenings over KSTP.

WTCN every Tuesday morning for a half hour airs the goings-on in St. Paul municipal court, traffic cases, Mike placed before the presiding judge, clerk of court, and the offender give the listeners in all sides of the state.

Gordie Hoven is making a special group of football arrangements for Jack Maerle's ark, to be presented twice weekly over WCCO.

Al Sheehan, WCCO artist's bureau director, is back on the air over this station following a layoff since 1932.

Mike Ortelio plugging the Drama Festival.

Haley Hall, Minneapolis Journal sports scribe, now airing University of Minnesota pigskin battles over WCCO.

Noel Mulligan and his ark are now being heard over the NBC network, through KSTP, every Thursday night.

Utah

KSL has moved into its new studio, which have been under construction for several months, at 1000 South Main.

Boyle Furniture Company, of Ogden, Utah, after the heavy bid of Salt Lake as well as its own town, is using radio exclusively for heavy campaign of fifteen programs a week on KLO, Ogden, KOTL and KSL, Salt Lake.

Three station hookup with programs originating in their own studios.

Freddie Horvitz, KOTL, local sales manager, back from honeymoon.

Nebraska

New faces at station WAAX, Omaha, include Mrs. Lois Irwin, Mrs. Pierce and George Potter on the sales force. Sonia Levin on the force through the summer has left the station to take up work of her own.

On the sustaining side, Joan Urby has been added to the Sunday afternoon schedule with a children's party. She's a newcomer to the studio and to Omaha radio.

Thomas Peris, tenor, is off the Union Outfitting company's broadcasts, and now back at the Fox Hunt Club singing with Phil Dinkin's band.

Lyle Gordon, baritone, leaves the DeMolay hour, but remains with the Union company program. Recent addition of Bud Olson as studio pianist, completes the changes at WAAX.

New England

Felice Raymond (The Melody Girl), Joe Luciano and Don Hagone returned to George Go-Round commercial team on WICC, Bridgeport, Virginia Thompson and Ann-Marie Hayward, songstress hit the air last hour, now getting sustaining spots.

Parent-Teachers' association here 34-35 WICC, Bridgeport, season Nov. 1.

Musical Research Club of Bridgeport now WICCACT Tuesdays instead of Sundays.

Three 'Back-borders,' Alma Dettinger's script, ended at WICC, Bridgeport, but fan demand for renewal is so heavy that authors will continue serial after she finishes her new musical show, 'Rincher'.

Will Fleming, tenor; Joe O'Keefe, pianist; and Edna Shapiro, concert pianist, added to WICC, Bridgeport-New Haven.

WIBX, Waterbury's new 1,500-kilocycle, will be known as WWAT when it ties up with George H. Storrs' ABS.

Marjorie Anderson, Dream Lady of WICC, who moved to Pennsylv. now heard via WHP, Harrisburg.

Joe Lopez, station super at WICC, caught cold covering Yale football game at New Haven.

Iowa

Jack Dempsey got special dispensation on his contract to go on the air for 10 min. over KSO, Oct. 3.

Harvard's Froie left the President's residence last night broadcast for two hours 15-min. show.

(Continued on page 52)

Mutual Web Starts Public Build-up Campaign with Name Sustainers

Acc's Slant

'Goodman Acc, whose act is slated opposite the Fleischmann show Thursday night, thinks that when Rudy Vallee warbles 'Your Time is My Time' he means 'Easy Acc.'

Here and There

Glin Dutra follows Madge Kennedy as guest on the Red Davis serial.

DeWitt Hopper repeats on 'Broadway Vanities' Oct. 24.

Tom Terriss, 'Vandalism Adventure' shines in New York and London travel idea.

Coty's Perfumery still looking for the right show.

CBS staff acquiring Glaser Rogers to the football game during her short stay in N. Y.

KOIL, Omaha link of the Union Holding Company, given a wartime test Saturday (19) preparatory to jumping the power from its present 1,400 watts to 2,500 watts. Understanding is the mechanical apparatus was found OK and that the station will go on the new power about November 6.

Harold Nelson, singer, Burlington, has been added to the talent staff of WBLI, Iowa City, and will be heard every Tuesday evening at 8:30.

KTSA, San Antonio, boosted its local card rate 40% Oct. 15 due to increased coverage from frequency shift from 1250 to 550 k.c. Station also affiliated with CBS and ABC. Ralph Nobles is m.c.

WQAI, San Antonio, has added a seven-piece studio band with four directors, Edna June Bump. Combo averages about eight hours weekly.

Sammy White teams up with Grace Hayer for 'NBC' Comedian also slated for the new Riviera show.

CBS spotting Colleen Wright in the afternoon because her socialite friends were not up to hear her morning broadcasts.

Joan, Jane and Joe is the new billing for the act formerly called the Three 'J's' over WMCA, New York.

Bud Cherrington, from Texas stations, is now with WIRM, Jackson, Mich. Gerard Mitchell recently installed as station director of continuity and dramatics.

Henry Lee Taylor and Earl Wilson, chief stockholders in KABC, San Antonio, off to Washington to ask power increase to 250 watts and chance from 1310 to 1420 k.c.

WCCO is expanding its Minneapolis studios, taking over the two top floors of the Nicolet hotel. Earl Gammons, gen. mgr. for the station, has signed a five-year lease with the hotel. Studio, when completed, will house a large pipe organ and can readily handle units as big as the Minneapolis Symphony ark. Alteration program is costing WCCO \$15,000.

'Fats' Waller forming his own band for a personal appearance tour with 12 musicians.

KTRH, Houston, staff members victimized by an impostor presenting himself as a traveling representative of CBS.

'Patty of Hollywood' on KTRH, Houston, has extended the twice-weekly program time to include guest performers from the theater and night spots.

Phil Cook aired for John Royal and the NBC program board last week his new program idea. It's labeled 'Phil Cook's Note Book' and has a musical background.

Al Cornier, former WOR, Newark, gen. mgr., has given up all thoughts of business to help nurse his wife who is seriously ill.

Chicago, Oct. 22.

Build-up of the newly organized Mutual Broadcasting system as an established factor in network business starts this week with the airing of a regular sustaining schedule for the Wayne King and Jan Garbar orchestras from the Andrew Naras ballrooms, Aragon and Trianon.

Sustaining shots will hit three times weekly and figures as the start of a campaign on the part of the network's four stations, WGN, WOR, WLW and WXXE, to impress the network's name on the public's mind. And is particularly aimed to establish the system as a regular broadcasting network in the full sense of the word and not as merely a four-station hook-up agreement for any sponsor who may wish them four particular outlets. All sales spots under the Mutual system, as presently points to the argument that the system is a regular full schedule network and not a hook-up for purely sponsorship angles.

BeWell Hopper repeats on 'Broadway Vanities' Oct. 24.

Tom Terriss, 'Vandalism Adventure' shines in New York and London travel idea.

Coty's Perfumery still looking for the right show.

WOC on CBS Net Nov. 11

Davenport, Ia., Oct. 22. WOC, 100 watts, 1,375 kilocycles, taking over facilities of KICK, Carter Lake, Ia., goes on the air formally Nov. 11 as a full-time member of the CBS chain, tests to start Nov. 6, when KICK goes off the air. Dr. H. J. Palmer, founder of WOC, for the last 15 months in Des Moines as a unit of WOC-WHO, NBC outlet, negotiated the CBS hookup.

At present some \$8,000 goes into new equipment to strengthen present facilities at WOC and pending removal of KICK facilities.

New WMCA Talent

New talent heard over WMCA, New York, and the ABS network includes Jack Thompson, Paul Barry, Whitman, Rhythm Boys, Gloria Grafton, Dorothy Atkins, Betty Jane Brown, Buffalo, Marie Hartmann, and Tony Cohen. All are on one pay roll, in keeping with the ABS policy of no free sustainers.

Jimmy La Curia is doing 'The Ed' in a goose pimp session staged by Geraldine Garrick called 'Blood and Thunder.' Miss Garrick also staging a negro program called 'Dismal Swamp.'

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Inside Stuff—Music

Anything the wise 'gana used

Agence Variety
37 Rue Cadot du Mauroy
PARIS

General layout is a happy combination of the modern boîte à nuit and the old-fashioned French cabaret, known before the war as *brasserie*, or place where they hold

Originally intending to go in for only name bands with no show, Kinnear has changed his mind and this week inaugurates a little revue. It's smart and classy, and fits in well with general surroundings. Sammy Walsh is the m.c., a bit heavier than when last here, but still ace as a hoofing comedian. A nonchalant performer who takes the patrons in his confidence immediately, Walsh has always been an actor, still remains a favorite locally and his nimble dancing puts him in solid. He comes back with a new number, a "Pat on the Pate" and

Veloz-Volanda to Coast
Chicago, Oct. 22.
Veloz and Yolanda have been seen into the Cocoanut Grove in Los Angeles starting Nov. 12 for an indefinite stay.
Dance team is on its way to the Coast for picture dates also, being labelled for spots in the Univers 'Grant Siegfeld' and a Lou Brock picture for Radio.

pelan Room" of the Whitehall Hotel and via Wolf with the hit tunes:

"LOVE IS A PIG"
"WILD RUMORS"
"I BARE IT"
From the B&W Summer "Red
Guitars" program

"WHEN MY SHIP COMES IN"
"YOUR HEAD ON MY
SHOULDER"
"AN EARFUL OF MUSIC"
"GRAY TOOTS"

ROBBINS
MUSIC CORPORATION
199 SEVENTH AVENUE

Disc Reviews

By Abel Green

Collagians

timely season for this sort of recording. Paramount's 'College Mayhem' offers a brace of brisk fast-trotting, starting off with Jolly Colburn's band's Victor No. 2743 recording of the title song, backed by 'Play as Sweet as Your Are.'

Victor 2444 has been assigned to Tom Cackley and his Palace Hotel (San Francisco) orchestra, with 'Take a Number One for Me' and 'Let's Give Three Cheers for Love.' Key Thompson and Frank Barton respectively vocalize the Jordan-Revel refrain, 'With a Collie, My Stream does the vocal honors.'

Conkley, new to Victor, is a brisk dance dispenser and he delivers again with two more picture songs—on No. 2471 with the 'Kid Millions' (Eddie Capner) music. Tunes are 'Your Head on My Shoulder' (Harold Arlen) and 'Tuesdays and 'Ohay Toes,' which topical expression Gus Kahn and Walter Donaldson have added upon for a tonically brisk disk. It sounds like the hit of the film. Dudley Nix and Vart Tavanian air the tonicle on this brace.

Back to collagians, Decca's No. 124 'Big 10 College Medley' is a snappy march melody of the big 10 (conference) colleges which King's Band does right well by.

Richard Himber

Maestro of the Hotel Ritz-Carlton, New York, the Studiohater, Champion, at once knows his melodic rhythms and demonstrates it with 'Stars Fell on Alabama' and 'I Had a Million Dollars.' Johnny Mercer and Matt Malneck have made something of a classic out of this latter mundane expression, incorporated in the forthcoming 'Transmutation.' Merry-de-Bound! Jany Nash, Himber's ace warbler, interprets this and 'Alabama' handsly. 'Stars Fell' incidentally already is established as one of the song outstanders of the new season in construction and general merit. Victor 24745.

'Fats' Waller

This disk belongs in every album of jazzlike Americans. 'Serenade for a Wealthy Widow' by Reginald Purvite (American Negro who went to London to impress himself) is something of the standard for Whitemanque and will probably still be done by the jazz dean as a more serious interpretation. But under the hood he is a real 'Fats' Waller and his rhythm the 'Serenade' is none the less appalling. It's a spontaneous jazzology which Waller means to play for years and he gives out his Harlemiana jazzlike to self-piano accompaniment.

Waller is 'Let's Pretend There's a Moon' from Russ Columbo's posthumous 'Wake Up and Dream' (Rums also collaborated on the song), and Waller does this more substantial record better with no less reliable. Victor 24742.

More Decca

Louis Katzman, vet radio and record maestro, is represented on the initial Decca releases with a swell couplet of the standard 'La Mirelita' and 'Cielito Lindo,' semi-classic waltzes, beautifully intoned by L.K.

Orelis Knapp offers two melody pieces from Rouska's, 'Blue Sky Avenue' (Gift of Gab) and 'Too Beautiful' ('Wake Up and Dream') in smooth, rhythmically compelling manner. Don Raymond and Virginia Merrill vocalize.

Dorsey Bros. Orchestra, likewise standard on disks and ether, give out Fats Waller's 'How Can You Face Me' and 'The Moon Was Yellow,' rumba foxtrot, in their usually excellent dance style. Kay Weber and Bob Crozier are the vocalists.

Frank Crumit's 'Abdul Abulbul Amir' and 'Gay Caballero' are best brand and have been for years. He's re-created 'em for Decca 114 in the same appealing manner of delectable singing, and Decca probably enjoys the additional advantage of Crumit's great radio popularity. He's now an ether standard; at that time he was just post-musical comedy and a neo-mike performer, ditty.

Decca give out some snappy Harmonia for Decca on two records, each. Luneford's brace in 'Rums' (the hotch-toch of Rums), which Henry Wells discourses upon vocally, coupled with Cole Porter's saucy 'Miss O'Shea's Regrets,' by Oliver tells all about the discologists.

Blissie maestro and vocally discourses on 'Creole Moon,' rumba fox, in which he collaborated; and the reverse 'Polka Dot Ring' (also by Becker-Bender) is a nice sample of advantage jazzocracy.

Lee Wiley, another Mike alumna, gets plenty meaning low with 'Mothere Child' and 'Cielito Lindo,' which couple of new traditional blues, with S. M. Louis Joyce tinge.

Albany Floor Shows

Albany, Oct. 21.

Johnny Dyke of Saratoga Springs and Albany and Tony Hernandez of Schenectady have opened the Club Kentucky, near Albany, as a niter. In the show are Jimmy Smith's orch., Frances Page, Dan Downing, Isabel Brown and a chorus.

In Troy the Alhambra club has opened with Walt Wein's orch. and a floor show produced by Elmer Dade. W. M. Groom, Jr., is manager.

Frank Norton is staging floor shows for the Proles, Albany niter. Irving Doling's orch. featured, with Grace Hart, Betty DeZimo and Diane Peeler.

ALBERT OPTIONS DECCA FOR N. Z., AUSTRALIA

J. Albert & Son, A.M.R.C. music publisher, has taken a three-month manufacturing option on Decca records for Australia and New Zealand. M. Francisco Albert, senior of the founder, was in New York recently and is presently en route back to Sydney to inaugurate his new disk adjunct.

Decca will ship the 'mothers' to Albert in the Antipodes and they will be licensed there.

Albert took over the Bantys, Seel and some Broadway Music Corp. songs for Australia while here. He's still negotiating for the Jack Mills songs, but that's not yet closed.

MPPA Lets Out Sheet

Publication to E.&V.W.

Publication of the Music Publishers Protective Association's song lyrics folio has been taken over by the firm of Engel & Von Wise-man. This concern, which has handled the makeup and distribution of the nickel affair since its inception, will contact the publishers direct in obtaining permission for the use of verses from recently released tunes.

Sale of the nickel folios to date is over 3,000,000 copies.

Sylvia Mason Gets 3G

Baltimore, Oct. 22.

Sylvia Mason, niter performer, was awarded \$4,000 in Court of Common Pleas here last Friday (19) from Fairfield Farms Dairy Company and the Peerless taxi firm for injuries sustained when the cab in which she was riding collided with a milk truck last February.

Music Notes

Hotel Troy at Troy has gone in for entertainment with reopening of rooms for the cocktail trade. Hotel has two orchestras, Ray Nichols and Alexander Haas.

Bernard Sereaders, Montana hillbilly outfit, decided upon a new name on their arrival in Albany. Now they're the Hambling Sereaders. Billys are Ted Edgemont and Loren and Edgar Gooley.

Don Oakland and Mitchell Parrish are writing the new New York Cotton club show, which is slated to make its bow in three weeks.

Jack Mills has sold the British rights of 'The Stars Fell in Alabama' to Campbell-Connelly.

Ray Stillwell, orchestra into the Club Panorama, Schenectady, with a WGY wire, opening Oct. 20.

Bob Gray into new cafe lounge at Savoy-Plaza. Leaves in December for Florida date.

Marino, bringing out Johnny Green's 'Not Bad,' which was originally written for a BISC show 'Big Business' in London. Will be published as an independent number. Ramona has played it frequently on her spot positions.

Paul Whiteman suggested the idea for 'Traffic,' the new modern American musical suite which Dave Franklin has composed and which Whiteman will initially introduce.

Most Played on Air

To facilitate the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WEAF, WJZ and WABC.

86 Still My Heart.....	22
Let's Get Back.....	21
2 Cigarettes in Dark.....	21
1 Saw Star.....	20
One Night of Love.....	20
Stars Fell On Alabama.....	20
The Continental.....	20
Love in Bloom.....	19
If I Had Million.....	18
You're a Builder Upper.....	18
Isn't It a Shame.....	17
Just We Say Goodnight.....	17
Out in Cold Again.....	17
Mean Glow.....	18
Cross-Red Kelly.....	18
P.S. I Love You.....	18
Water Under Bridge.....	18
Why Am I Blue.....	18
Sweetie Pie.....	18
Don't Let Me Be This Way.....	18
Mrs. Coles British.....	18
I'm Lonesome Caroline.....	18
Mean Was Yellow.....	18
Give Heart To Sing To.....	18
Have Little Dream On Me.....	18
Happiness Ahead.....	18
Only Have Eyes for You.....	18
La Cucaracha.....	18
My Old Flame.....	18
Were You Foolin'.....	18

STANDARD PUBS HOLD UP CODE

Submission of the music industry's code to President Roosevelt for approval is being held up by the standard publishers, whose main objections to the document's final draft are the reduced hours of employment and the method of electing the code authority. Popular faction of the publishing trade last week approved in toto the code as it now stands.

In advising P. A. Murkland, MRA deputy administrator of the publishing industries, of the pop men's okay, John O. Paine, chairman of the Music Publishers Protective Association, wrote that his organization was anxious that the code be put into immediate effect. Pop publishers, said Paine, feel they have been patient and co-operative in conforming with the MRA's wishes and that they are entitled at once to the benefits and relief that the code holds for them.

Leading standard publishers contend that the 35-hour week would provide too much of a burden on their payrolls and also that the election of the standard delegates to the code authority should be left to the standard faction's organization, Music Publishers Association of the United States, instead of making it the concern of the entire standard trade.

BALTO NEGRO NITERIES PLAN FOR WHITE BIZ

Baltimore, Oct. 22.

For the first time heretofore blacked-out caterers are planning black-and-tan policy. The four big ones, Club Lennox, Pinatation, Goldfield and Comedy Club, are warming up publicity plans to lure the white trade.

There exists no law here prohibiting whites and Negroes from gathering in the same niter.

ALBERT GOES HOME

Frank Albert, head of the Australian publishing house of that name, left for his homeland Wednesday (17). He left Australia in May and after a stay of several weeks in New York he moved on to England.

The Anzac publisher sails from Fricco Oct. 26 and departs from Honolulu for Sydney, via another vessel, on Nov. 19. His son, who visited London, came back to New York and trekked to the Coast for the Antipodes as that's quicker than taking the eastern route through Suez Canal from London.

Lesser Publishers Protest Point System in New ASCAP Classifying

High School Kids in Beer Garden Bands

Canton, O., Oct. 22.

Possibility of a state-wide ban against high school students playing in orchestras in beer gardens and night clubs looms in Ohio.

Although Dr. H. O. Skinner, state director of education at Columbus, withheld an opinion on the cases of three Lima youths who were suspended from high school bands because they were in beer garden bands, he declared a decision would be state-wide in effect once it is made.

55-PIECE SYMPHONY GETS 45G GOV'T GRANT

Winston-Salem, N. C., Oct. 22.

Supported by a \$15,000 government allotment to pay salaries of 55 musicians and office help, the North Carolina Symphony Orchestra is making its headquarters here and playing concerts in North Carolina and Virginia. Lamar Stringfield, 1928 Pulitzer Prize winner in musical composition, is conductor. E. A. Ewing is business manager.

Orchestra was organized by Stringfield in 1932 and its personnel is made up entirely of North Carolina musicians. Stringfield got the federal grant in June to run for 32 weeks. He figures the orchestra will be self-supporting by the first of the year. The federal coin pays the salaries of the musicians and the orchestra charges a small fee at each concert to take care of traveling expenses and other incidentals.

So far since the fall season opened, the orchestra has played five concerts in Winston-Salem, and others at Charlotte, Danville, Va., High Point, Greensboro, Bales Creek, Red Springs and has others booked at Charlotte, Greensboro and Hickory. A southern tour that will take it into South Carolina, Georgia and probably Florida is being mapped out.

Hans Kunder, conductor of the National Symphony at Washington and Henry Hadley of New York have been guest conductors, and John Powell, pianist, has been guest artist at concerts so far this season.

Downey for Palais

Morton Downey has been booked for the reopening of the Palais Royal, New York, Nov. 26. Rest of the cast will consist of Dorsey Bros. band, Dan Healy, m.c., and the girl entourage brought over from Morton's former spot, the Riviera, Englewood, N. J. Jimmy McHugh and Dorothy Fields, who authored the score and lyrics, are staging the Palais' floor show.

Revised bill at the Riviera, which debuted Sunday (18) includes Irene Bordoni, Eddie Garr and the Joe Telekman band.

Mayhall in Pitt

Pittsburgh, Oct. 22.

After six weeks at the William Penn hotel, Jerry Mayhall pulls out of spot to go into the pit at the Alvin Theatre. Mayhall's dance crew will stick together for a number of one-night stands through the territory.

At the hotel Mayhall is succeeded by Jack Pettis, who has been playing here for several weeks at private club on outskirts of city. 'All mark Pettis' third engagement at the William Penn. With him as soloists are Nelda Kinckad and Johnny Quinlan.

Com. Perry Goes Union

Toledo, O., Oct. 22.

A union band has been placed in the Commodore Perry hotel by the Toledo Federation of Musicians. Band of local players is under the guest conductership of Badore 'Elic' Boguslawski.

The local union is striving for better recognition. Several weeks were consumed in coming to terms in the Commodore Perry negotiations.

Application of the American Society of Composers & Authors' new classification system has met with stiff protest from the publishers in the lower ranking brackets. What burned this element particularly was the fact that the point method was installed without first polling the ASCAP publisher rank and file as to their opinions.

Smaller publishers attacked the procedure of the Society's directors as arbitrary. These directors, declared the complainants, seemed to overlook the fact that the Society functioned merely as a collecting agency and that it was the concern of every one of the 150 old publishers as to how the royalties are to be boosted, and not only the 12 publishers sitting on the board.

Letter Doesn't Explain

As yet, say these publishers, they don't know wherein the new method is an improvement over the old. All they know is what was contained in a letter received with their checks for the third 1934 quarter. This communication did not explain how the accumulated number of points are arrived at, or the value attributed to each type of play.

Two angles made clear by the ASCAP letter of last week was that the multiple-letter classes had been discontinued and the amount of each publisher's participation in the quarterly plan is determined by adding all the classification received by all the members and dividing the total figure thus obtained into the whole amount available for the publishing faction.

Report current last week that Max Dreyfus had let it be known he would resign from his Society directorship in protest against the point system was denied by Dreyfus. Reached by phone at his home in Brewster, N. Y., Friday (19) Dreyfus declared that he contemplated no such move and that the report was totally without foundation.

Free Frank Graves of Child Abandonment on D.A.'s Recommendation

Frank Graves, Albany orchestra leader, who calls himself 'King of Jazz,' has been freed of a charge of abandoning his seven-year-old son on the steps of a Boston church. Boston authorities dismissed an indictment after District Attorney Samuel J. Foley said that bringing Graves to trial would mean his family would be wrecked and that the wife and children would be thrown on New York State as public charges.

Boy is being returned to Albany.

Lord Balto's Show

Baltimore, Oct. 22.

Lord Baltimore hotel is booking shows through Meyer Davis-Balby Sanford's 26th Century Enterprises, and started Friday (19) with Adair and Richards, Houston and Hayden, Don Ricardo and Meta Carls on the opening bill.

Balto's roster will rotate its shows.

Saucy Saucers

Frances Maddux, chanteuse at Le Bijou, swank New York niter, has privately recorded six 'sides' (three records) for a string of music shops in New York at \$1 a copy, doing a femme Dwight Fiske.

Fiske's saucy records are likewise privately 'tamed' and enjoy a smart circulation at fancy tariff.

Bert Lowin Bankrupt

Bert Lowin, dance band leader, took his financial affairs to the New York Federal Court last week for a liquidation.

Schedule attached to the petition in bankruptcy gave the liabilities as \$9,351 and assets, \$3,271.

Lynan at Kings

Hollywood, Oct. 22.

Tommy Lynan heads the new show at the Kings Club here. 'Star Clares' Montebello also featured.

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WHEN YOU FEEL
"ALL IN"

CRAWFORD BURTON...gentleman rider...twice winner of the Maryland Hunt Cup...dean of the strenuous sport of steeplechase riding...and a Camel smoker. Everyone is subject to strain. Hence the importance to people in every walk of life of what Mr. Burton says below about Camels.



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LIFT
WITH A
CAMEL!

Have you ever tried this enjoyable way of heightening energy?



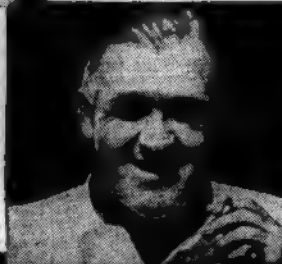
HOUSEWIFE. Mrs. Charles Daly, who comes from Marquette, Mich., says: "My way of runcing energy is to smoke a Camel. Camels pick up my energy when I feel tired, and they have a mild, delicious flavor that a woman likes."

Crawford Burton, the famous American steeplechase rider, is speaking: "When I'm tired from riding a hard race, I feel refreshed and restored just as soon as I get a chance to smoke a Camel. So I'm a pretty incessant smoker, not only because Camels give me a 'lift' in energy, but because they *taste so good!* And never yet have Camels upset my nerves." Note these important points: that Camels

taste so good. And that they make available your stored-up energy.

You have heard the experience of others. Science tells us that Camel's "energizing effect" has been fully confirmed. So try Camels yourself. You can smoke them constantly. For Camels are made from finer and **MORE EXPENSIVE TOBACCOS.** They never taste flat...never get on your nerves.

CAMEL CARAVAN with Glen Gray's Casa Loma Orchestra, Walter O'Keefe, Annette Hanshaw, and other Headliners—over WABC-Columbia Network. Tuesday, 10 p.m. E.S.T.—9 p.m. Thursday, 9 p.m. E.S.T.—8 p.m. C.S.T. C.S.T.—8 p.m. M.S.T.—7 p.m. P.S.T. — 9:30 p.m. M.S.T.—8:30 p.m. P.S.T.



SPORTSMAN. Rex Beach, famous big game fisherman and writer, says: "When I've gotten a big fellow safely landed my next move is to light a Camel, and I feel as good as new."



AIR HOSTESS. Miss Marion McMichael (R.N.), of American Airlines, says: "When the run is over, my first move is to light a Camel. I find that a Camel quickly relieves any feeling of tiredness."



**CAMEL'S COSTLIER TOBACCOS
NEVER GET ON YOUR NERVES!**